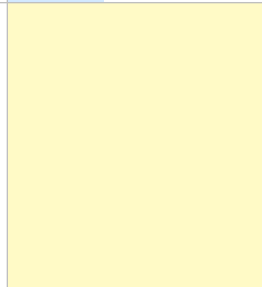


# Close Sales Faster in 2008 Trade Shows Work!



2008 SPONSORSHIP PROGRAM ■ EXHIBITOR INFORMATION



[www.sqe.com](http://www.sqe.com)



COMMUNITY! It's a powerful concept. Tap into this power when you attend and support the community of companies who will send delegates and speakers to STAREAST, STARWEST, the Better Software Conference, and Agile Development Practices.

In today's world, we have access to many forms of communication...email, both Web and live seminars, eNewsletters, blogs, home pages, social networking, and more. The avenues of exchange are countless. Yet, we still prefer and benefit from personal, face-to-face interactions. Conferences provide a gathering point where people voluntarily join together for mutual learning. They provide an exciting atmosphere, where the unpredictability of new acquaintances and new ideas becomes a catalyst for creative innovation. Conferences foster networking, exploration of alternative solutions to shared challenges, and the ability to see what others are doing.

You choose to exhibit and sponsor at conferences because conferences work! Conferences by their very nature are a call to action! I invite you to consider the many opportunities you will realize by exhibiting and sponsoring at the four exciting conferences hosted by Software Quality Engineering. At times, those of us who provide services and products focus solely on the idea of sales. Challenge yourself to think more broadly. Think of the impression you make on a delegate who sees that you are supporting his or her industry with your company's presence. Think how best to use personal interactions as a vehicle to discuss an individual's particular issues. Take this opportunity to connect with them about their individual needs. In the end, every sale is the result of your independent actions and contacts. Every action is unique, but at the same time, interrelated.

Challenge yourself to look at the big picture, but also to be vividly aware of its myriad components. This is where you will find the power. This is what will yield results. Think about the absolutely unique opportunities that you will find nowhere else. Lastly, take advantage of every aspect of COMMUNITY in every way that you can!

Best wishes,

Lynn MacEwen

Senior Exhibition Sales Manager

Phone: 904.278.0524 or 888.268.8770 ext. 207

Fax: 904.278.4380

Email: [lmacewen@sqe.com](mailto:lmacewen@sqe.com)

# SPONSOR AND EXHIBITOR BENEFITS

	Conference	Platinum	Gold	Exhibitor
<b>Pre-Show</b>				
Listing in the conference brochure, mailed to over 100,000 software professionals*	■	■	■	■
Listing and link to your site on the conference Web site	■	■	■	■
Access to press list	■	■	■	■
Two conference registrations at half price	■	■	■	■
Free EXPO passes for your customers	■	■	■	■
One-time use of the pre-registered mailing list (two weeks out from conference) sent via email to your bonded mail house	■	■	■	■
Company logo and 50-word description in the conference brochure, mailed to over 100,000 software professionals*	■	■	■	■
Logo and 50-word description linking to your site on the Sponsor page on the conference Web site	■	■	■	■
One free conference registration	■	■	■	■
Listing in pre-show marketing email broadcasts	■	■	■	■
Logo on one conference ad in <i>Better Software</i> magazine	■	■	■	■
Email broadcast with your text to conference attendees (pre- or post-show)	■	■	■	■
<b>At-Show</b>				
250-word company description in the conference Program Guide	■	■	■	■
Opportunities to participate in Special Technical Presentations	■	■	■	■
One conference bag including CD-ROM proceedings	■	■	■	■
Authorized access to the online conference proceedings	■	■	■	■
Press release opportunities	■	■	■	■
EXPO hall entrance signage listing sponsors and exhibitors	■	■	■	■
One full-page, black and white ad in the conference Program Guide	■	■	■	■
Logo on banner hung in the EXPO Hall	■	■	■	■
Logo and 50-word description on sponsor feature page in conference CD-ROM proceedings	■	■	■	■
Individual logo on signage for sponsored events***	■	■	■	■
Company logo in conference materials (including Program Guide and Tutorial materials)	■	■	■	■
Logo on banner hung in the General Session room	■	■	■	■
One insert for the conference bag	■	**	**	■
<b>Post-Show</b>				
One-time use of conference mailing list sent to your bonded mail house (for use within 90 days after the conference)	■	■	■	■
<b>Booth Packages</b>				
10' x 10' booth area (multiple booths are available) with pipe and drape, one 6' skirted table, a waste basket, two chairs, one electrical outlet (500 watts), an identification sign, three EXPO representatives from your company (for each 10' x 10') to staff your booth (includes all food and beverages served during the EXPO), and a BONUS lead retrieval scanner.				■
10' x 20' booth area (multiple booths are available) with pipe and drape, one 6' skirted table, a waste basket, two chairs, one electrical outlet (500 watts), an identification sign, six EXPO representatives from your company to staff your booth (includes all food and beverages served during the EXPO), and a BONUS lead retrieval scanner.	■			

\* Included if signed contract is received by printer deadline. STAREAST: 12/20/07, Better Software: 1/17/08, STARWEST: 4/28/08, and Agile Development Practices: TBD  
 \*\* Add-on packages available. Contact Lynn MacEwen for more details. \*\*\* Each event individually sponsored by one sponsor. Details below. Contact Lynn MacEwen for more details.

## EXCLUSIVE CONFERENCE SPONSORSHIP

<b>CONFERENCE SPONSORSHIP</b> 	<b>CONFERENCE SPONSORSHIP</b> The Conference Sponsorship secures exclusive rights to the highest-profile promotion for each conference, guaranteeing the greatest level of visibility and recognition at each of the events.
<b>CONFERENCE SPONSORSHIP EXCLUSIVE ITEMS:</b>	<ul style="list-style-type: none"> <li>High visibility, co-branded marketing materials</li> <li>Your logo featured on the conference bag</li> <li>A dedicated hospitality room</li> <li>Email broadcast to conference attendees</li> <li>10x20 booth package</li> <li>Bag insert</li> <li>Two full conference passes</li> <li>Sponsor acknowledgement during Keynote Sessions</li> <li>Full page ad on the inside cover of the conference program guide</li> </ul>



### PLATINUM LEVEL SPONSORSHIP

Platinum Sponsorship secures exclusive rights to a high-profile promotion item or special event at the conference.


**PLATINUM PACKAGE #1 Conference T-shirt** — Distribute your T-shirt to every STAR delegate. The conference logo is provided to you to print on your T-shirt. T-shirt is pre-approved by the event director.

**PLATINUM PACKAGE #2 Conference Proceedings** — Every STAR delegate receives a CD containing the conference proceedings with your logo on the CD face and on all proceedings pages.

**PLATINUM PACKAGE #3 Conference Pens & Notepads**— In the Conference bag, every delegate receives a conference pen and notepad with your logo prominently featured on the front.

**PLATINUM PACKAGE #4 Name Badge Holder with Pouch**—Each delegate receives a durable nylon badge holder—with your company logo—to display his or her name badge and store miscellaneous small items (i.e., room key, business cards).

**PLATINUM PACKAGE #5 Internet Café** — Your company logo is featured throughout this café-style area where delegates can access their email and surf the Internet. Comfortable seating during break times makes this an ongoing attraction.



### GOLD LEVEL SPONSORSHIP

Gold Sponsorship secures exclusive rights to showcase your organization at specific mainstream conference events, such as breaks and lunches.

**GOLD PACKAGE #1 Continental Breakfasts** — Sponsorship of two breakfasts on Wednesday and Thursday. Your company logo appears exclusively on breakfast signage and napkins. During breakfast, use this area to display your promotional items.

**GOLD PACKAGE #2 Refreshment Breaks** — Sponsorship of four refreshment breaks on Wednesday and Thursday. Your company logo appears exclusively on break signage and napkins. During breaks, use this area to display your promotional items.

**GOLD PACKAGE #3 Lunch 1** — Sponsorship of Wednesday's lunch. Your company logo appears exclusively on lunch signage and napkins. During lunch, use this area to display your promotional items. Also, a package of mints with your logo printed on the bag will be placed at each place setting.

**GOLD PACKAGE #4 Lunch 2** — Sponsorship of Thursday's lunch. Your company logo appears exclusively on lunch signage and napkins. During lunch, use this area to display your promotional items. Also, a package of mints with your logo printed on the bag will be placed at each place setting.

**GOLD PACKAGE #5 EXPO Reception** — Sponsorship of a cocktail reception during the EXPO. Your company logo appears exclusively on EXPO reception signage and napkins.

**GOLD PACKAGE #6 EXPO Bags** — Your company logo appears exclusively on durable, plastic EXPO bags. These EXPO bags are available to all delegates to collect and store material during the EXPO and throughout the conference.

TO SIGN UP, COMPLETE AND FAX REGISTRATION FORMS TO LYNN MACEWEN AT: 904.278.4380



# STAREAST 2008

EXPO Days: May 7-8, 2008 • Orlando, FL, USA  
The Rosen Centre Hotel • [www.sqe.com/stareast](http://www.sqe.com/stareast)

## MEET FACE-TO-FACE WITH HUNDREDS OF SOFTWARE TESTING PROFESSIONALS

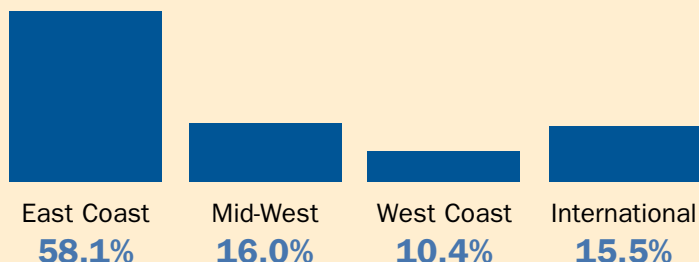
Join other top solution providers and market face-to-face to the STAREAST 2008 audience. STAR conferences have provided state-of-the-art best practices, tools, and services to software professionals on every level since 1992. Software testing professionals and managers worldwide continue to make STAR a first stop—and a return stop—to network and learn from experts, colleagues, and solution providers. Exhibit at the STAREAST expo and gain direct access to an audience of qualified prospects who you might never have had the chance to reach.



Register by 12/20/07 to be listed in the conference brochure. (The conference brochure is mailed to over 100,000 software professionals).

## THE STAREAST EXPO AUDIENCE

### Regional Analysis



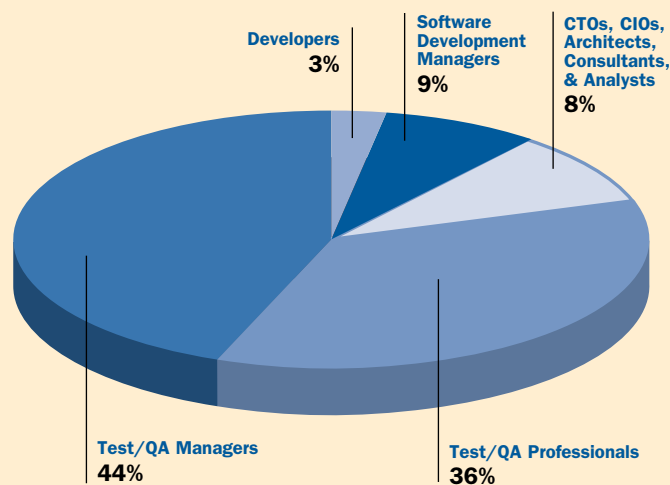
### Industry Breakdown

Computer Software/Hardware	28.0%
Consulting/Training	2.9%
Financial Services/Banking/Insurance	24.5%
Government/Military/Aerospace	3.6%
Health Care/Medical	13.7%
Manufacturing (non-computer)	3.6%
Outsource Development/Test	1.4%
Retail/Commercial Software	4.3%
Tele/Data Communications	4.3%
Transportation/Utilities	1.4%
Web/eBusiness	2.2%
Other	10.1%

### Did You Know?

- More than 45% of STAREAST attendees have visited the EXPO more than two times
- 48% of STAREAST delegates attend the conference based on Software Quality Engineering's reputation as an industry leader
- 98% of STAREAST attendees directly apply the knowledge and techniques learned at the conference

### Job Functions



### The STAREAST Topics Cover:

- |                     |                     |
|---------------------|---------------------|
| Test Management     | Agile Testing       |
| Test Techniques     | Security Testing    |
| Test Metrics        | Outsourced Testing  |
| Performance Testing | Exploratory Testing |
| Special Topics      | Test Metrics        |
| Test Automation     |                     |

## DOUBLE YOUR REACH!

Attend both STAREAST and STARWEST to reach targeted testing professionals on both coasts.

# BETTER SOFTWARE CONFERENCE & EXPO 2008



Covering the Software Development Lifecycle

EXPO Days: June 11-12, 2008 • Las Vegas, NV  
The Venetian • [www.sqe.com/bettersoftwareconf](http://www.sqe.com/bettersoftwareconf)

## REACH SOFTWARE PROFESSIONALS LOOKING FOR SOLUTIONS IN SOFTWARE DEVELOPMENT

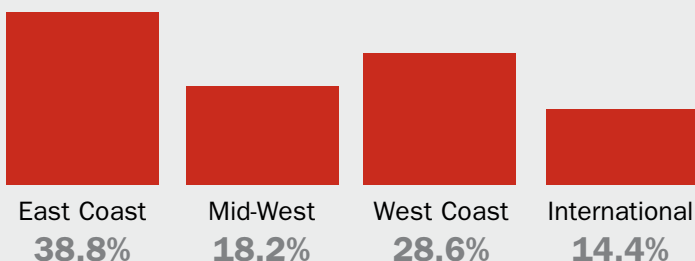
Exhibit at the Better Software Conference & EXPO and reach software professionals who are looking for the latest solutions to build and deliver better software. The Better Software Conference & EXPO showcases current technologies, trends, and issues regarding all aspects of the software development lifecycle. Reach receptive, motivated software professionals working to manage people and projects, measure and report, increase software process improvement, test and evaluate, define requirements, design and architect, and develop and deliver better software.



Register by 1/17/08 to be listed in the conference brochure. (The conference brochure is mailed to over 100,000 software professionals).

## THE BETTER SOFTWARE CONFERENCE & EXPO AUDIENCE

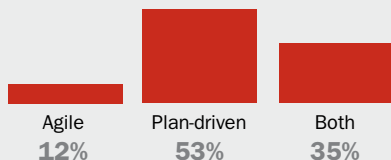
### Regional Analysis



### Industry Breakdown

Computer Software/Hardware	22.7%
Consulting/Training	7.6%
Financial Services/Banking/Insurance	25.2%
Government/Military/Aerospace	10.1%
Health Care/Medical	6.7%
Manufacturing (non-computer)	6.4%
Outsource Development/Test	1.7%
Retail/Commercial Software	3.4%
Tele/Data Communications	1.7%
Transportation/Utilities	0.8%
Web/E-Business	6.7%
Other	7.0%

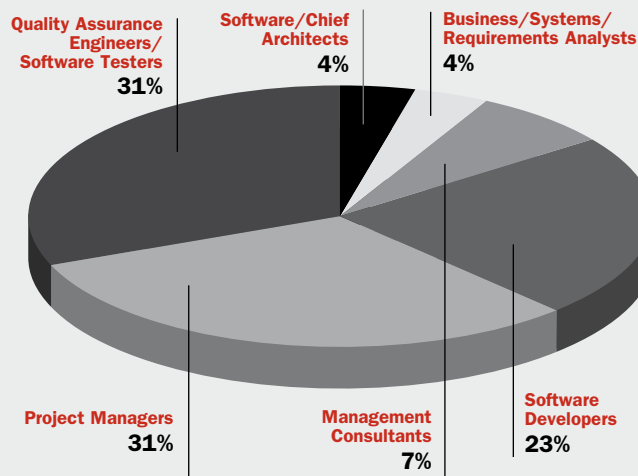
### Development Methods Used in Their Organizations



### Did You Know?

- Over 95% of Better Software Conference & EXPO delegates recommended this conference to others in the industry
- 70% of Better Software Conference & EXPO delegates visited the EXPO two or more times
- 70% of Better Software Conference & EXPO delegates subscribe to *Better Software* magazine and StickyMinds.com as learning tools

### Job Functions



### The Better Software Conference & EXPO Topics Cover:

Managing Projects & Teams  
Plan-Driven Development  
Security  
Quality Assurance  
Special Topics

System Requirements  
Agile Development  
Measurement  
Testing  
Process Improvement  
Outsourcing

## DOUBLE YOUR EXPOSURE!

Advertise in *Better Software* magazine to increase your visibility to this highly motivated audience.



SOFTWARE TESTING ANALYSIS & REVIEW

# STARWEST 2008

EXPO Days: October 1-2, 2008 • Anaheim, CA, USA

The Disneyland Hotel • [www.sqe.com/starwest](http://www.sqe.com/starwest)

## INCREASE YOUR VISIBILITY. TARGET TESTING AND QUALITY PROFESSIONALS

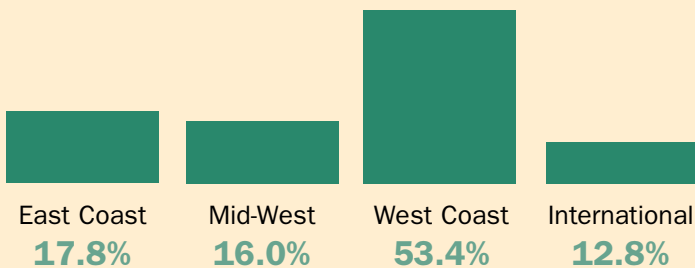
Exhibit at the STARWEST conference to reach hundreds of software professionals all in one place. For over fifteen years, STAR conferences have provided state-of-the-art best practices, tools, and services to software professionals on every level. Software testing professionals and managers worldwide continue to make STAR a first stop—and a return stop—to network and learn from experts, colleagues, and solution providers. Increase your visibility by appearing at one of the largest and most consistently attended software events in the industry.



Register by 4/28/08 to be listed in the conference brochure. (The conference brochure is mailed to over 100,000 software professionals).

## THE STARWEST EXPO AUDIENCE

### Regional Analysis



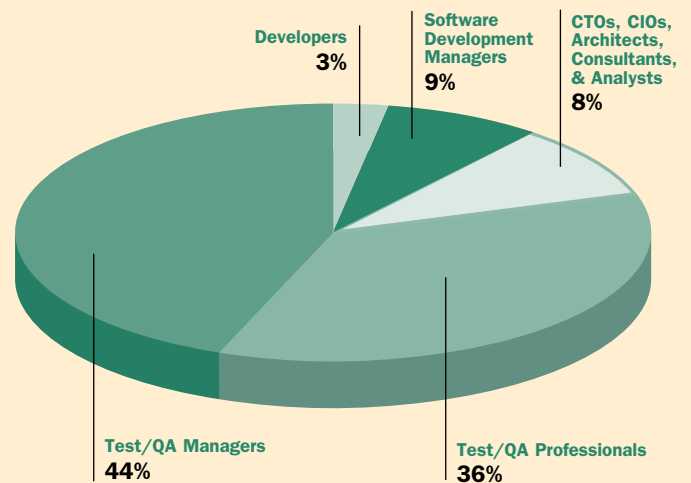
### Industry Breakdown

Computer Software/Hardware	23.1%
Consulting/Training	5.1%
Financial Services/Banking/Insurance	38.5%
Government/Military/Aerospace	10.3%
Health Care/Medical	2.6%
Outsource Development/Test	2.6%
Retail/Commercial Software	2.6%
Tele/Data Communications	2.6%
Transportation/Utilities	5.0%
Web/E-Business	2.6%
Other	5.0%

### Did You Know?

- 85% of STARWEST delegates visit the EXPO hall two or more times during the conference
- The top three reasons delegates attended STARWEST were the location, preconference tutorials, and Software Quality Engineering's reputation
- 99.7% of STARWEST delegates would recommend this conference to others in the industry

### Job Functions



### The STARWEST Topics Cover:

Test Management  
 Test Techniques  
 Test Automation  
 Security Testing

Special Topics  
 Exploratory Testing  
 Metrics  
 Agile Methods

## INCREASE YOUR VISIBILITY!

Advertise on StickyMinds.com to get your message in front of thousands of testing professionals.



# AGILE DEVELOPMENT PRACTICES

Conference & EXPO

Location & Date TBD

## TARGET AUDIENCE

**Interested Parties:** Anyone investigating or implementing agile development practices, processes, technologies, and leadership principles.

**Managers:** Software Managers, CIO's, CTO's, Project Managers, Test & QA Managers, and Business Managers

**Developers and Engineers:** Technical Project Leaders, Senior Developers, Senior Testers, Business Analysts, Process Improvement Staff, and Auditors

**Industries:** All commercial industry IT departments, software and software-as-a-service companies, companies producing software embedded in hardware systems, and government agencies.

## AGILE DEVELOPMENT PRACTICES CLASS OFFERINGS

Toward a More Agile Culture

Five Practical Solutions to Agile Myths

Decision Making in Agile Teams

Guerilla Agile: Stop Playing Schedule Games

Do the Right Things: Adapting Requirements Practices to Agile Projects

Balancing Emergent Design with Big Design Up Front

Artful Making for Agile Teams

The First Thing to Build: Trust on Agile Teams

Automating Builds: Bringing Quality and Testing Forward

Influence Strategies for Agile Developers

Introduction to Agile for Traditional PMI Project Managers

Introduction to User Stories

The Gentle Art of Pair Programming

Refactoring Your Wetware: Thinking Differently About Thinking

Gradual Agile: From Here to There Gently

Maximizing ROI with Agile Release Planning

Management Mindsets: What's So Different About Agile

Leading Agile Projects: Finding Your Groove

Building Agile Workspaces

Agile Development with Dynamic Languages

Pragmatic Learning: Improve Your Learning Skills

Flow, Pull, Innovate: How Agile Teams Mature and Scale

Maintaining Sustainable Agility

Empirical Studies of Agile Practices

Leading Successful Projects in Changing Environments

Refactoring: Where Do I Start?

Behavior Driven Database Design

Open Spaces

Using the Theory of Constraints to Coach Agile Teams

Making People and Processes Congruent

Agile Development and Its Impact on Productivity

Scrum: An Introduction

Agile Software Testing Strategies

API Design for Testability

Climbing the Decision Tree: Reaching High Quality Team Decisions

Organizational Patterns: The Foundations of Agile

The Impact of Poor Estimating—And How to Fix It

Scrum: Roadmap for Implementation

That's Not Right! Using Fit to Prevent Business Rule Defects

Executable Documentation

***“HP Software’s presence at the STAR shows is critical in maintaining customer awareness as well as providing us with a significant amount of lead generation. We can always justify attending these shows because they continue to perform for us year after year.”***

— Valerie Weager, Global Campaign Manager, HP Software

***“We like the SQE conferences because they focus on the part of the software industry that matters to us. The audience at a show needs to be looking for what you are offering, and if you are in the QA industry, then you will definitely want to be an exhibitor at these events. They offer the focus on our market that other shows completely miss.”***

— Bobby Edgar, General Manager, AutomatedQA

***“As a vendor of solutions for software developers and testers, we consider it a must to exhibit at the SQE conferences. We know for a fact that our clients and prospects attend these conferences and build a mental map of the space based on what they see and hear there.”***

— Eva Mineva, Director, North America Marketing, RadView Software

***“Attending this year’s Better Software Conference was a great way for Empirix to reach an extended set of prospects separate from the other QA/Testing conferences we attend. The demographic make-up of senior development staff and QA professionals proved to be the right mix for our organization. We were impressed with both the quality and quantity of attendees.”***

— Bruce Bradshaw, Product Marketing, Web Solutions, Empirix

### **Contact Information:**

Lynn MacEwen  
Senior Exhibition Sales Manager  
Phone: 904.278.0524 or 888.268.8770 ext. 207  
Fax: 904.278.4380  
Email: [lmacewen@sqe.com](mailto:lmacewen@sqe.com)

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Conferences ■ Training ■ eLearning ■ Better Software Magazine  
StickyMinds.com ■ Consulting ■ eNewsletters ■ Web Seminars ■ Podcasts**



[www.sqe.com](http://www.sqe.com)