



ACCELERATE YOUR SALES CYCLE



2012 SPONSORSHIP & EXHIBITOR PROGRAM

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WHY YOU BELONG AT SOFTWARE QUALITY ENGINEERING EVENTS:

ACCELERATE YOUR SALES CYCLE

WHO IS SOFTWARE QUALITY ENGINEERING?

- We're Conferences
- We're Virtual
- We're Online Communities
- We're TechWell
- We're *Better Software* magazine
- We're Training
- We're 24 years of being at the forefront of software quality improvement technology

For more information about who we are, visit www.sqe.com

- Meeting face-to-face is proven to shorten your sales time.
- Prospects approach you, instantly making them a hot lead!
- Prospects are in a learning mode and looking for solutions.
- Your company is aligned with some of the most respected conferences in the industry.
- We go out of our way to drive traffic to the EXPO—food, events, games, and more!
- Tons of decision makers and influencers present—check the conference demographics for more details.



STAREAST 2012

April 15-20, 2012 **EXPO: April 18 & 19, 2012** • *The Rosen Centre* Orlando, FL

Focused on software testing, the STAR conferences have a reputation for excellence and have drawn a professional audience for over 20 years.

www.sqe.com/StarEast

COLLOCATED EVENT Double your reach by exhibiting at the collocated EXPO!

June 10-15, 2012 **EXPO: June 13 & 14, 2012** *Caesars Palace* Las Vegas, NV



Better Software Conference West 2012

www.sqe.com/BetterSoftwareWest

Better Software Conference attendees seek to become better, more informed software professionals with an outward, customer-focused view of development.



Agile Development Conference West 2012

www.sqe.com/AgileDevelopmentWest

Agile Development Conference West is geared toward people wanting to adopt agile or improve and expand upon their current agile practices.



STARWEST 2012

September 30 - October 5, 2012 **EXPO: Oct. 3 & 4, 2012** *The Disneyland Hotel* Anaheim, CA

The STAR conferences are the gold standard of software testing conferences, providing the most up-to-date information, tools, and technologies available in the industry today.

www.sqe.com/StarWest

COLLOCATED EVENT Double your reach by exhibiting at the collocated EXPO!

November 4-9, 2012 **EXPO: Nov. 7 & 8, 2012** • *Rosen Shingle Creek* Orlando, FL



Better Software Conference East 2012

www.sqe.com/BetterSoftwareEast

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Agile Development Conference East 2012

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Agile Development Conference East is geared toward people wanting to adopt agile or improve and expand upon their current agile practices.

	Platinum	Gold	Silver
Featured prominently throughout the conference as the most prestigious industry sponsor	Yes	No	No
Logo on one conference ad in <i>Better Software</i> magazine	Yes	No	No
Social media promotions, including Tweets, Facebook updates, and post-conference promotions	Yes	No	No
One full-page ad in the conference Program Guide	Yes	No	No
Individual logo on exclusive sponsored item*	Yes	Yes	No
Email broadcast with your text to conference attendees (PLATINUM pre AND post show) (GOLD pre OR post show)	Yes	Yes	No
Opportunities to participate in Industry Technical Presentations**	Yes	Yes	No
Two conference registrations at half price	Yes	Yes	No
One complimentary conference registration (Wednesday/Thursday)	Yes	Yes	No
Company logo in conference materials, including Program Guide, tutorial covers, and General Session slides	Yes	Yes	Yes
Complimentary Thursday EXPO passes for your customers	Yes	Yes	Yes
One conference bag including CD-ROM proceedings	Yes	Yes	Yes
Access to press list	Yes	Yes	Yes
EXPO hall entrance signage listing sponsors and exhibitors	Yes	Yes	Yes
Company description (250-words) in the conference Program Guide	Yes	Yes	Yes
Company logo featured in conference materials, including Program Guide, tutorial covers, and CD-ROM proceedings	Yes	Yes	Yes
Company logo, active link, and 50-word description on the Sponsor page of the conference website	Yes	Yes	Yes
Company logo in the conference brochure, mailed to over 90,000 software professionals***	Yes	Yes	Yes
One-time use of conference postal mailing list sent via email to your bonded mail house (two weeks before conference)	Yes	Yes	Yes
One-time use of conference postal mailing list sent to your bonded mail house (for use within 60 days after the conference)	Yes	Yes	Yes

ADDITIONAL BENEFITS

- **INDUSTRY TECHNICAL PRESENTATIONS:** These hour-long presentations are held on Wednesday/Thursday, on the same schedule as the concurrent sessions. There is no charge for these sessions.**
- **BAG INSERTS:** You may provide us with an insert piece, which we will pack into each conference delegate's bag. It may be up to 8-1/2 inches x 11 inches in size and up to 4 ounces in weight. The cost of the bag insert is \$2,000. You will provide us with the supply of inserts 30 days in advance of the conference start date.

* Each sponsorship (see pages 5 and 6) is exclusively assigned to one sponsor. Contact our sales team for more details.** Awarded on a first-come, first-served basis to platinum and gold sponsors *** Included if signed contract is received by print deadline. STAREAST: 11/18/11, Better Software Conference and Agile Development Practices West: 1/13/12, STARWEST: 5/4/12, and Better Software Conference and Agile Development Practices East: 6/8/12

Portions of each conference are also streamed live to a virtual audience, giving you the chance to reach hundreds of additional prospects!

ADD A VIRTUAL PACKAGE AND RECEIVE:

- **Guaranteed lead generation**
- Reporting functionality to access your leads immediately
- Your presentation streamed live as part of the program (Platinum and Gold Sponsors only)
- Lead capture of all booth visitors
- Live interaction with participants via chat and email

EACH SPONSORSHIP INCLUDES:

- Company logo in the mailed and online conference brochure
- Listing in pre-show marketing email
- Logo and 50-word description linking to your site on the Sponsor page of the conference website
- Logo and 50-word description on Sponsor feature page in conference CD-ROM proceedings

Read below for more package details.

Platinum and Gold sponsorship packages offer the highest visibility and credibility with your audience.

PLATINUM OR GOLD SPONSORSHIPS

- Sponsorship boosts your company's visibility and puts you with the big players
- Top-of-mind recall for delegates as they see your brand throughout the conference
- Enhance your company's image, prestige, and credibility
- Many sponsorships include branded physical items that delegates take back to the office



PLATINUM LEVEL SPONSORSHIP

Platinum secures exclusive rights to a high-profile promotion item or special event:

- P1 Conference Bag** — The official conference bag is distributed to every delegate and contains all conference materials. Your logo is prominently, and exclusively, featured on the front.
- P2 Conference T-shirt** — Your T-shirt is distributed to every delegate. The conference logo is on the front of the shirt, with your logo/advertisement exclusively displayed on the back. T-shirt must be pre-approved by the event director.
- P3 Chair Massage Station** — Set up a booth with a free massage and watch everyone come running! Delegates will seek out this popular station positioned next to your booth.
- P4 Name Badge Lanyards** — Your company logo is prominently displayed on the lanyard worn by each conference delegate.
- P5 WiFi Interactive Lounge** — Everyone loves a good WiFi connection, and the sponsor who makes it happen! Your logo featured prominently on computers in the EXPO internet kiosk area, AND on signage in the conference WiFi lounge.
- P6 Conference-wide Mobile App** — Your company logo is branded on the, FREE to download, conference mobile app available to all delegates. Delegates can build their schedule, get session info, navigate the EXPO, and more.

Note: See SPONSOR AND EXHIBITOR BENEFITS (Page 4) for complete summary of all items included in both exhibitor packages and in sponsorships.



GOLD LEVEL SPONSORSHIP

Gold secures exclusive rights to showcase your organization at specific mainstream conference events:

- G1 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.
- G2 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.
- G3 Wednesday Specialty-themed Lunch** — 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 on each table.
- G4 Thursday Specialty-themed Lunch** — 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 on each table.
- G5 EXPO Reception** — Drinks are on the house... thanks to your company! Sponsorship of a cocktail reception during the EXPO. Your company logo appears exclusively on EXPO reception signage and napkins.
- G6 EXPO Bags** — Your company logo appears exclusively on durable, reusable EXPO bags. These EXPO bags are available to all delegates to collect materials during the EXPO and throughout the conference.
- G7 Conference Proceedings** — Every delegate receives a CD containing the conference proceedings with your logo on the CD face and on all proceedings pages.
- G8 Welcome Reception** — Sponsor the Welcome Reception and help set the tone for the whole conference! Includes a special prize drawing given in your company's name and your logo featured on a flyer and one promotional item.



SILVER LEVEL SPONSORSHIP

Silver secures your booth and basic promotion:

- Booth area with pipe and drape (10x10 or 10x20 spaces are available)
- One 6-foot skirted table
- One wastebasket
- Two chairs
- One electrical outlet (500 watts)
- An identification sign
- EXPO representatives from your company to staff your booth – up to three per each 10x10 space (includes all food and beverages served during the EXPO, including EXPO reception)

Note: See SPONSOR AND EXHIBITOR BENEFITS (Page 4) for complete summary of all items included in both exhibitor packages and in sponsorships.



MEET FACE TO FACE WITH HUNDREDS OF SOFTWARE TESTING PROFESSIONALS

SOFTWARE TESTING ANALYSIS & REVIEW

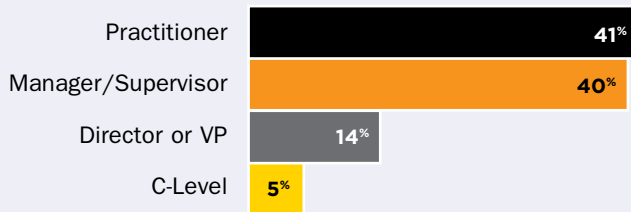
EXPO: April 18 & 19, 2012
Orlando, FL
The Rosen Centre Hotel
www.sqe.com/StarEast

STAR Testing Conferences are the largest and longest running events in the testing industry. 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 Testing EXPO to gain direct access to an audience of qualified prospects. Join us at STARWEST for even more exposure.

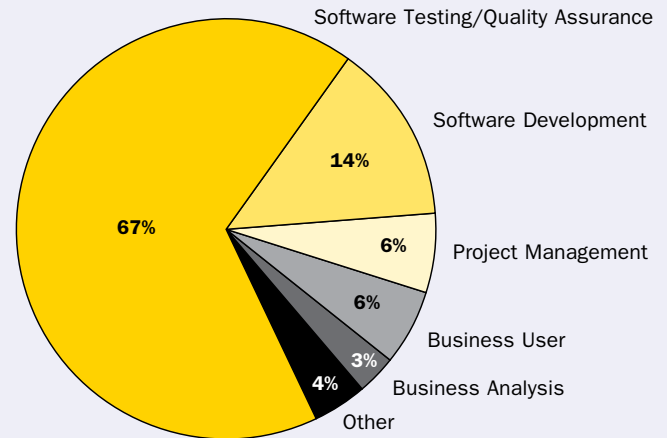
Note: Register by 11/18/2011 to be listed in the conference brochure. (The conference brochure is mailed to over 90,000 software professionals).

THE STAREAST EXPO AUDIENCE

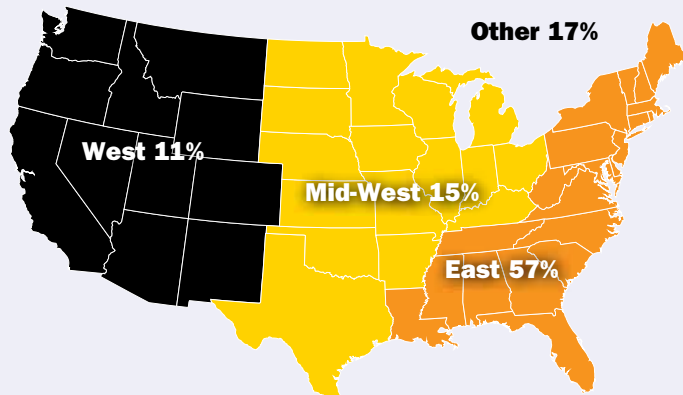
JOB LEVEL



JOB FUNCTIONS



REGIONAL ANALYSIS



INDUSTRY BREAKDOWN

Information	27.75%
Finance & Insurance	20.00%
Manufacturing	8.75%
Utilities	7.75%
Health Care & Social Assistance	6.00%
Retail Trade	5.50%
Management of Companies & Enterprises	3.25%
Transportation & Warehousing	3.00%
Government	2.75%
Other	15.25%

TOPICS COVERED

Test Management
 Test Techniques
 Test Automation

Embedded & Mobile Testing
 Test Process Improvement
 The Cloud

Performance Testing
 Agile Testing
 Security Testing



REACH SOFTWARE PROFESSIONALS
LOOKING FOR SOFTWARE AND
AGILE DEVELOPMENT SOLUTIONS

DOUBLE YOUR REACH

DOUBLE YOUR REACH by exhibiting at the EXPO that serves attendees at two conferences! Better Software Conference attendees are in search of the latest information and tools regarding project management, process improvement, metrics, design, and architecture. Agile Development Conference West is geared toward professionals wanting to adopt agile or improve and expand upon their current agile practices.

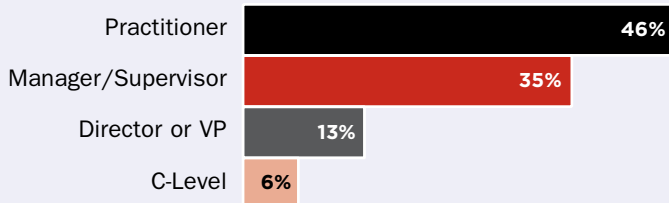
Note: Register by 1/13/12 to be listed in each conference brochure. (The conference brochures are mailed to over 90,000 software professionals).

EXPO: June 13 & 14, 2012
Las Vegas, NV
Caesars Palace

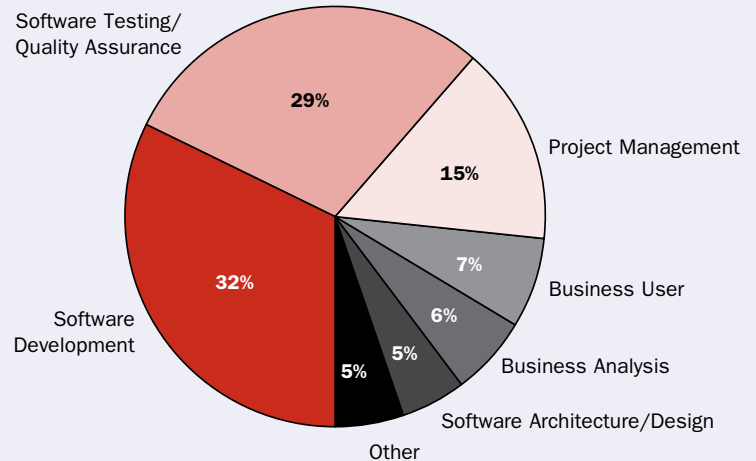
www.sqe.com/BetterSoftwareWest
www.sqe.com/AgileDevelopmentWest

THE COLLOCATED WEST EXPO AUDIENCE

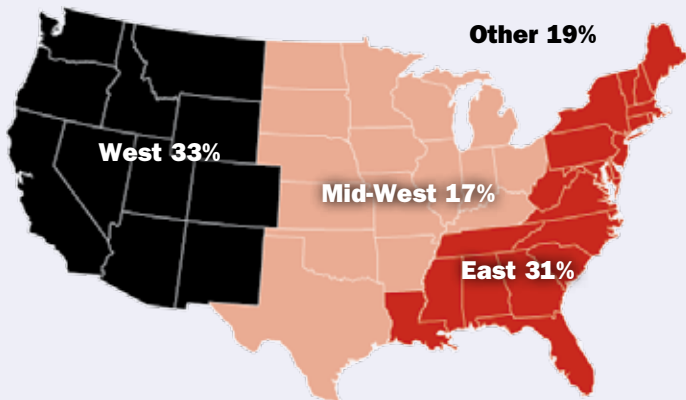
JOB LEVEL



JOB FUNCTIONS



REGIONAL ANALYSIS



INDUSTRY BREAKDOWN

Information	28.27%
Finance & Insurance	15.19%
Professional or Scientific or Technical Services	9.19%
Government	8.83%
Health Care & Social Assistance	6.36%
Utilities	6.01%
Manufacturing	4.59%
Other	21.56%

TOPICS COVERED

- | | | |
|----------------------------------|------------------------|------------------------------|
| Projects & Teams | Transitioning to Agile | Agile Development Techniques |
| Business Analysis & Requirements | Going Mobile | Agile Testing |
| Metrics | Development | Scrum/Kanban |
| Testing & Quality Assurance | Cloud Computing | Agile Requirements |
| | Agile Implementation | |



INCREASE YOUR VISIBILITY. TARGET TESTING AND QUALITY PROFESSIONALS

SOFTWARE TESTING ANALYSIS & REVIEW

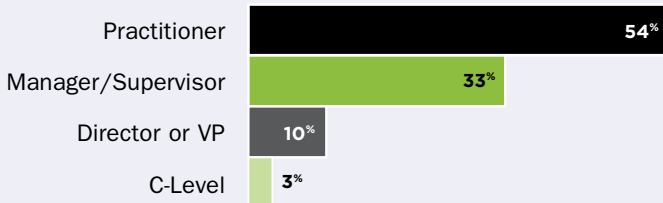
EXPO: October 3-4, 2012
Anaheim, CA
The Disneyland Hotel
www.sqe.com/StarWest

Exhibit at the STARWEST conference to reach hundreds of software professionals all in one place. For over twenty years, STAR conferences have provided information on best practices, tools, and services to software professionals on every level, and they stand as the largest and longest running events in the testing industry. 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. Join us at STAREAST for even more exposure.

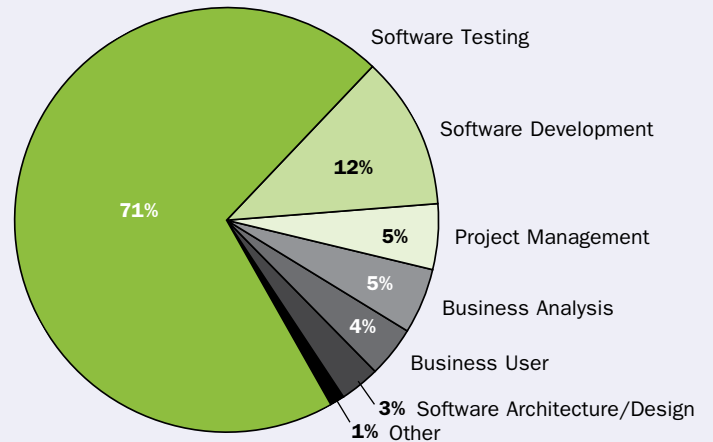
Note: Register by 5/4/12 to be listed in each conference brochure. (The conference brochures are mailed to over 90,000 software professionals).

THE STARWEST EXPO AUDIENCE

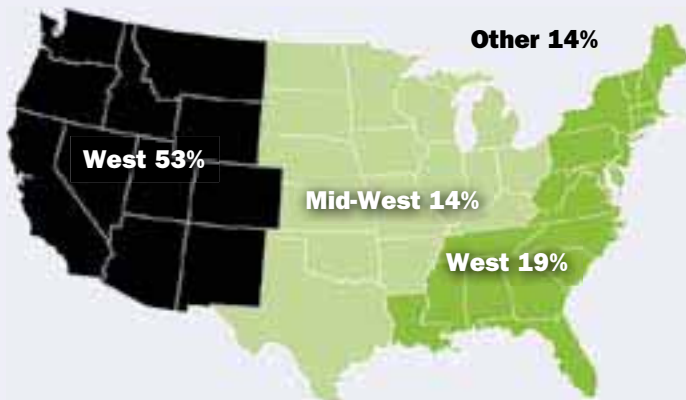
JOB LEVEL



JOB FUNCTIONS



REGIONAL ANALYSIS



INDUSTRY BREAKDOWN

Information	50.71%
Finance & Insurance	11.52%
Health Care & Social Assistance	8.69%
Government	5.85%
Management of Companies & Enterprises	4.61%
Manufacturing	4.26%
Utilities	3.90%
Other	10.46%

TOPICS COVERED

- | | | |
|-----------------|---------------------------|---------------------|
| Test Management | Embedded & Mobile Testing | Performance Testing |
| Test Techniques | Test Process Improvement | Agile Testing |
| Test Automation | The Cloud | Security Testing |



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Note: Register by 6/8/12 to be listed in each conference brochure. (The conference brochures are mailed to over 90,000 software professionals).

EXPO: Nov 7-8, 2012
Orlando, FL

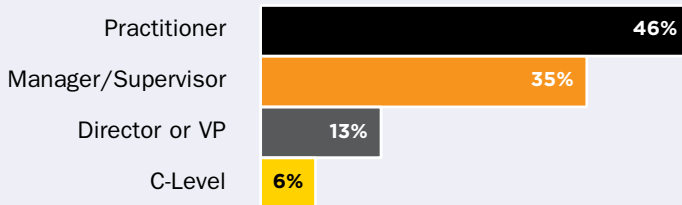
Rosen Shingle Creek

www.sqe.com/BetterSoftwareEast

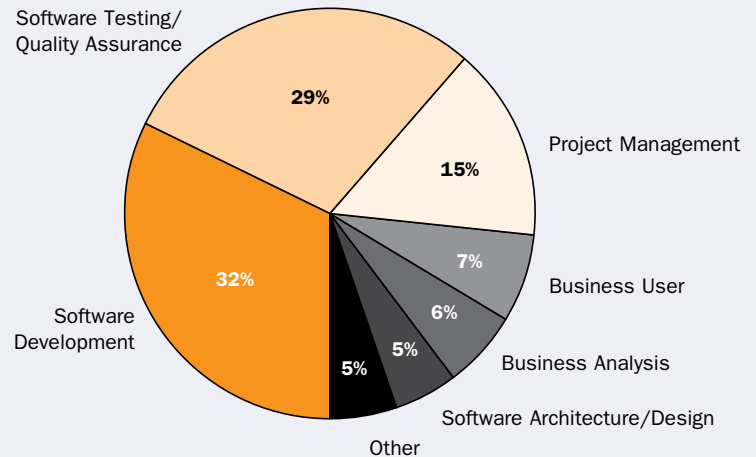
www.sqe.com/AgileDevelopmentEast

THE COLLOCATED EAST EXPO AUDIENCE

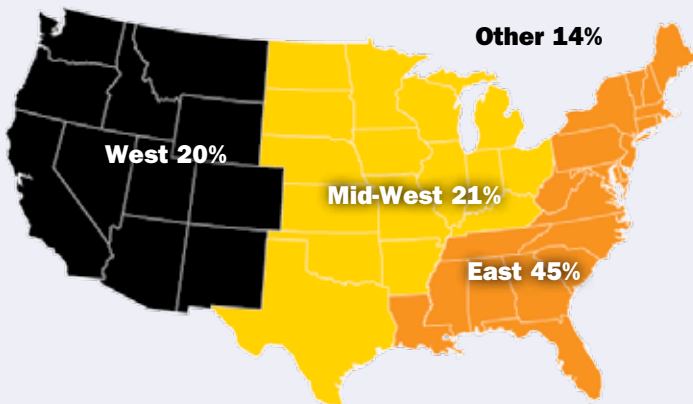
PROJECTED JOB LEVEL



PROJECTED JOB FUNCTIONS



PROJECTED REGIONAL ANALYSIS



PROJECTED INDUSTRY BREAKDOWN

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