

SOFTWARE QUALITY ENGINEERING CONFERENCES



Accelerate Your  
2009 Sales Cycle



2009 SPONSORSHIP PROGRAM ■ EXHIBITOR INFORMATION



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

# Trade Shows

# Work



**May 6-7, 2009**

Orlando, Florida

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



**June 10-11, 2009**

Las Vegas, Nevada

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



**October 7-8, 2009**

Anaheim, CA

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



**November 11-12, 2009**

Orlando, Florida

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

# 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	■	■	■	■
EXPO hall entrance signage listing sponsors and exhibitors	■	■	■	■
One full-page 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 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 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: 12/12/08, Better Software: 12/20/08, STARWEST: 4/14/09, and Agile Development Practices: 5/22/09

\*\* 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.

# SPONSOR AND EXHIBITOR BENEFITS

## EXCLUSIVE CONFERENCE SPONSORSHIP

### CONFERENCE SPONSORSHIP



#### CONFERENCE SPONSORSHIP

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.

#### CONFERENCE SPONSORSHIP EXCLUSIVE ITEMS:

- High visibility, co-branded marketing materials
- Your logo featured on the conference bag
- WiFi Lounge sponsorship
- Email broadcast to conference attendees
- 10x20 booth package
- Bag insert
- Two full conference passes
- Sponsor acknowledgement during Keynote Sessions
- Full page ad on the inside cover of the conference program guide



### 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 delegate. The conference logo is on the front of the shirt, with your logo/advertisement exclusively displayed on the back. T-shirt is pre-approved by the event director.



**PLATINUM PACKAGE #2 Conference Proceedings** — Every 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



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

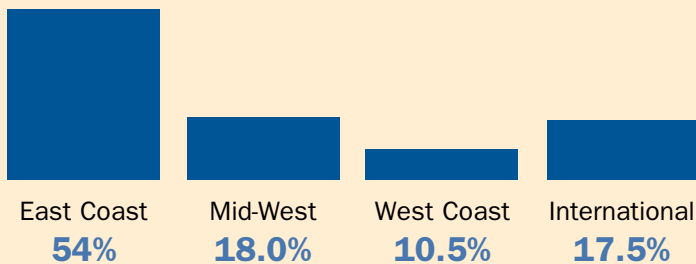
Join other top solution providers and market face-to-face to the STAREAST 2009 audience. STAR conferences have provided state-of-the-art best practices, tools, and services to software professionals on every level since 1992. Software testing professionals and managers worldwide continue to make STAR a first stop—and a return stop—to network and learn from experts, colleagues, and solution providers. Exhibit at the STAREAST Testing EXPO and gain direct access to an audience of qualified prospects who you might never have had the chance to reach.



Register by 12/12/08 to be listed in the conference brochure. (The conference brochure is mailed to over 100,000 software professionals).

## THE STAREAST EXPO AUDIENCE

### Regional Analysis



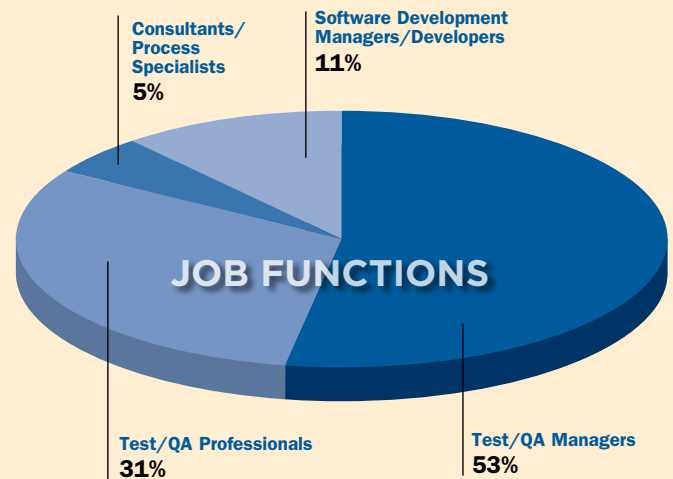
### Industry Breakdown

Computer Software/Hardware	27.8%
Consulting/Training	4.4%
Financial Services/Banking/Insurance	20.9%
Government/Military/Aerospace	8.2%
Health Care/Medical	10.1%
Manufacturing (non-computer)	5.7%
Outsource Development/Test	5.7%
Retail/Commercial Software	10.8%
Tele/Data Communications	2.5%
Transportation/Utilities	3.8%
Web/E-Business	3.2%
Other	12.7%

### Did You Know?

- 96% of the attendees would recommend the conference to others in the industry
- 93% of the audience reported visiting the EXPO
- 63% of the audience listed test automation and process improvement among their top job interests

### Job Functions



### The STAREAST Topics Cover:

- |                      |                     |
|----------------------|---------------------|
| Test Management      | Test Automation     |
| Test Techniques      | Performance Testing |
| Agile Testing        | Metrics             |
| Testing the New Wave | Outsourcing         |
| Special Topics       |                     |

## DOUBLE YOUR REACH!

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

# BETTER SOFTWARE CONFERENCE & EXPO 2009



EXPO Days: June 10-11, 2009 • Las Vegas, NV  
The Venetian • [www.sqe.com/bettersoftwareconf](http://www.sqe.com/bettersoftwareconf)

## REACH SOFTWARE PROFESSIONALS LOOKING FOR SOLUTIONS IN SOFTWARE DEVELOPMENT

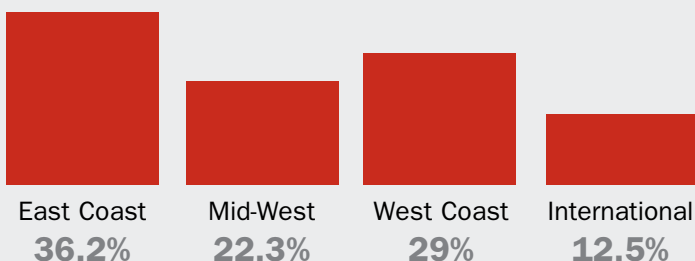
Exhibit at the Better Software Conference & EXPO and reach software professionals who are looking for the latest solutions to build and deliver better software. The Better Software Conference & EXPO showcases current technologies, trends, and issues regarding all aspects of software development. Reach receptive, motivated software professionals working to promote and implement agile development practices, project management, people & teams, testing & QA, requirements, processes & metrics, and design & architecture.



Register by 12/20/08 to be listed in the conference brochure. (The conference brochure is mailed to over 100,000 software professionals).

## THE BETTER SOFTWARE CONFERENCE & EXPO AUDIENCE

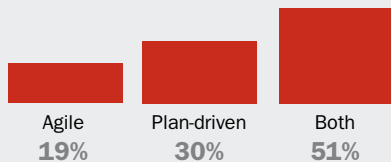
### Regional Analysis



### Industry Breakdown

Computer Software/Hardware	24.5%
Consulting/Training	7.2%
Financial Services/Banking/Insurance	24.5%
Government/Military/Aerospace	12.2%
Health Care/Medical	5.0%
Manufacturing (non-computer)	1.4%
Retail/Commercial Software	2.9%
Tele/Data Communications	3.6%
Transportation/Utilities	3.6%
Web/E-Business	7.2%
Other	7.9%

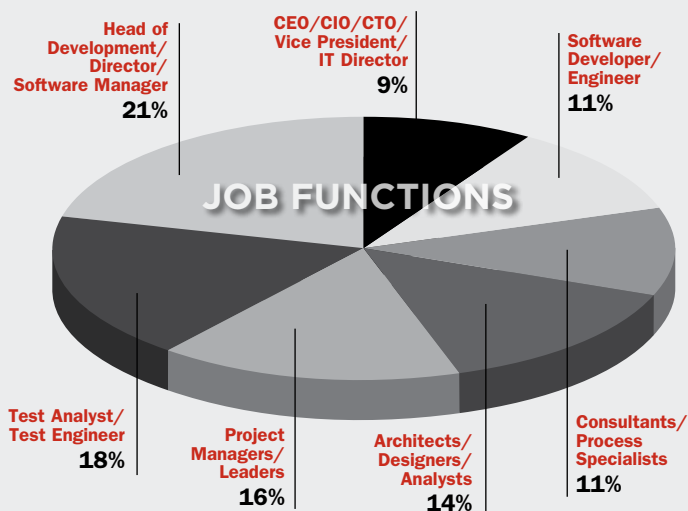
### Development Methods Used in Their Organizations



### Did You Know?

- 94% of the attendees would recommend the conference to others in the industry
- This audience will directly apply the knowledge and techniques learned at the conference
- 94% of the attendees visited the EXPO, and 74% attended the EXPO reception

### Job Functions



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

Managing Projects & Teams	Personal Development
Agile Management	Metrics
Agile Development	SOA
Process Improvement	Security
Testing	Special Topics
Requirements	

## DOUBLE YOUR EXPOSURE!

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



SOFTWARE TESTING ANALYSIS & REVIEW

# STARWEST 2009

EXPO Days: October 7-8, 2009 • Anaheim, CA, USA

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

## INCREASE YOUR VISIBILITY. TARGET TESTING AND QUALITY PROFESSIONALS

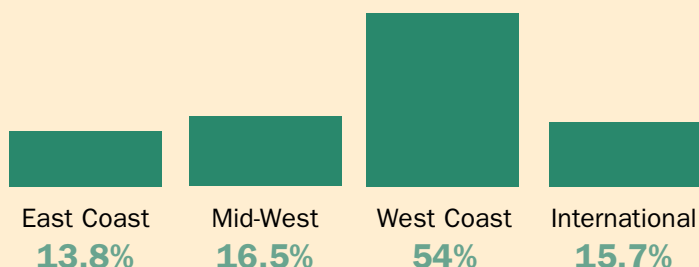
Exhibit at the STARWEST conference to reach hundreds of software professionals all in one place. For over sixteen years, STAR conferences have provided state-of-the-art best practices, tools, and services to software professionals on every level. Software testing professionals and managers worldwide 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 4/14/09 to be listed in the conference brochure. (The conference brochure is mailed to over 100,000 software professionals).

## THE STARWEST EXPO AUDIENCE

### Regional Analysis



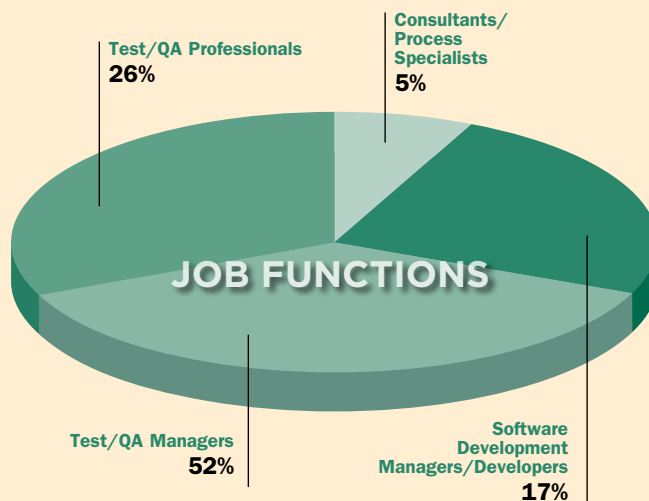
### Industry Breakdown

Computer Software/Hardware	25.1%
Consulting/Training	6.6%
Financial Services/Banking/Insurance	21.3%
Government/Military/Aerospace	8.7%
Health Care/Medical	12.0%
Outsource Development/Test	2.7%
Retail/Commercial Software	4.4%
Tele/Data Communications	2.2%
Transportation/Utilities	2.7%
Web/eE-Business	4.9%
Other	15.8%

### Did You Know?

- 95% of the attendees would recommend the conference to others in the industry
- 60% of attendees listed gathering information and evaluating tools/services among their top three reasons for attending
- More than half of the attendees are actively seeking to learn more about automation and new technologies

### Job Functions



### The STARWEST Topics Cover:

Test Management	Agile Testing
Test Techniques	Performance Testing
Test Automation	Security
Personal Excellence	Special Topics
The New Wave	

## INCREASE YOUR VISIBILITY!

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





# AGILE DEVELOPMENT PRACTICES

Conference & EXPO

EXPO Days: November 11-12, 2009 • Orlando, FL

Shingle Creek Resort • [www.sqe.com/agiledevpractices](http://www.sqe.com/agiledevpractices)

## REACH SOFTWARE PROFESSIONALS LOOKING FOR THE LATEST AGILE DEVELOPMENT SOLUTIONS

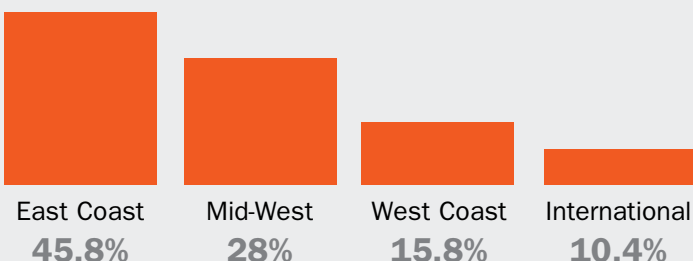
Exhibit at this one-of-a-kind EXPO, designed to reach software professionals looking for solutions covering all aspects of agile development. The EXPO showcases current technologies, trends, and issues regarding all things agile. Reach professionals investigating or implementing agile development practices, processes, technologies, and leadership principles across all industries. Attendees include both managers (Software Managers, CIO's, CTO's, Project Managers, Test & QA Managers, and Business Managers) and developers and engineers (Technical Project Leaders, Senior Developers, Senior Testers, Business Analysts, Process Improvement Staff, and Auditors).



Register by 5/22/09 to be listed in the conference brochure. (The conference brochure is mailed to over 100,000 software professionals).

## AGILE DEVELOPMENT PRACTICES CONFERENCE AUDIENCE

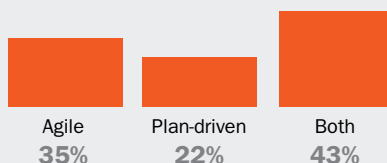
### Regional Analysis



### Industry Breakdown

Computer Software/Hardware	24.1%
Consulting/Training	3.7%
Financial Services/Banking/Insurance	16.7%
Government/military/Aerospace	8.4%
Health Care/Medical	4.6%
Internet Related	6.5%
Manufacturing (non-computer)	4.6%
Outsource Development/Test	0.9%
Retail/Commercial Software	2.8%
Tele/Data Communications	4.6%
Transportation/utilities	5.6%
Web/E-Business	5.6%
Other	14.8%

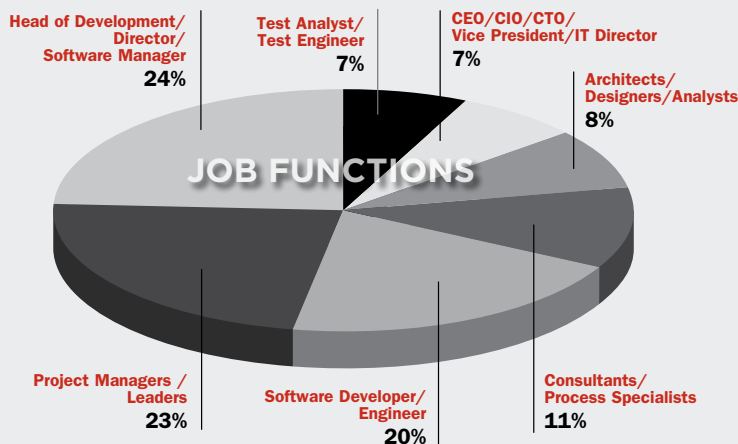
### Development Methods Used in Their Organizations



### Did You Know?

- 100% of the attendees would recommend the conference to others in the industry.
- 80% of the audience visits the EXPO multiple times.
- 90% of the audience is there to increase their knowledge and improve their skills.

### Job Functions



### Agile Development Practices Conference Topics Cover:

Transitioning to Agile	Agile Design & Architecture
Agile Management	Requirements
Agile Projects	People & Teams
Agile Processes	Testing
The Agile Organization	Special Topics

## DOUBLE YOUR EXPOSURE!

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



*“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

*“Year after year SQE has put together an excellent series of shows. We always know if it is an SQE show, we are going to get to speak to our target market. There are no better shows for your valuable marketing dollar than the STAREAST, STARWEST and Better Software shows. Plus, everyone at SQE is very friendly, helpful and we have never been disappointed!”*

— Bobby Edgar, General Manager, AutomatedQA

*“We have been an exhibitor at the STAREAST 2007 and 2008 conferences. What an incredibly well organized conference with shining results! The energy that SQE is able to instill in the participants is IMPRESSIVE. They come to the exhibit hall with smiles on their faces – and full of energy. The organization and approach to the exhibit hall is one of the best run Software Testing conferences we have participated in. We have been so pleased with our results in the STAREAST conferences over the past two years, we have decided to add STARWEST to the mix as we make our future strategic plans!”*

— Sarah A. Roderus Vice President, Consulting Services  
TCT Computing Group, Inc.

*“Software Quality Engineering’s conferences attract a powerful audience of high-quality professionals and industry luminaries. Sponsoring them has helped us meet our marketing goals of effective product launches and building awareness for our suite of cutting-edge development tools. These conferences prove that even in this on-line marketing age, offline events have a critical place in the marketing mix. The SQE staff makes implementation easy, even when several thousand miles away.”*

— Nagarjun Kandukuru, Head of Marketing, ThoughtWorks Studios

*“The SQE staff have organized their exhibitor packages in such a way that allows Compuware’s participation in their events to be seamless from a planning aspect. We enjoy the camaraderie of working with a professional team from year-to-year. The conference attendees are a true reflection of the IT industry segment they target and that makes our ROI beneficial.”*

— Amy C. Trudeau, CMP, Field Marketing Analyst, Compuware

*“VMC finds great value in participating in multiple SQE sponsored events each year such as Better Software and STARWEST. Our conference attendees appreciate the high caliber learning and networking that occurs at each show, and our company also benefits from the strong lead generation. The great SQE staff make it easy to participate and help us derive the greatest possible value from each show. We look forward to participating in these events each year as a critical component of our business development and marketing strategies.”*

— Megan Schindler, Marketing and Events Specialist, VMC

## **Contact Information:**

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Phone: 904.278.0524 or 888.268.8770 ext. 207 • Fax: 904.278.4380  
Email: [lmacewen@sqe.com](mailto:lmacewen@sqe.com)

**STAREAST ■ STARWEST ■ Better Software Conference & EXPO**  
**Agile Development Practices ■ Conferences ■ Training ■ eLearning**  
**Better Software Magazine ■ StickyMinds.com ■ Consulting**  
**eNewsletters ■ Web Seminars ■ Podcasts ■ Video**



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