

STARCANADA 2013 SPONSORSHIP & EXHIBITOR PROGRAM



April 8-12, 2013

Toronto, ON Canada

Delta Chelsea

www.sqe.com/StarCanada

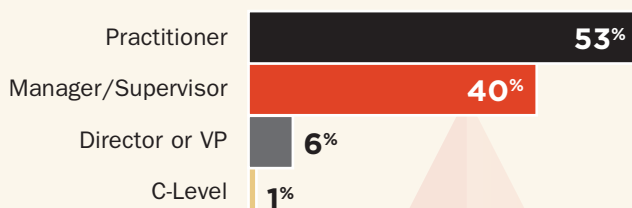
A NEW LOCATION, SAME SUPERIOR CONTENT

SOFTWARE TESTING ANALYSIS & REVIEW

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 STARCANADA testing expo and gain direct access to an audience of qualified prospects. Join us at STARWEST and STAREAST for even more exposure.

THE PROJECTED STARCANADA EXPO AUDIENCE

JOB LEVEL



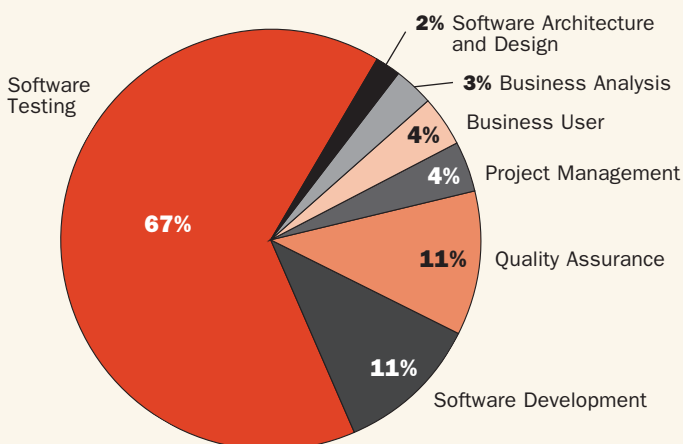
COMPANY SIZE

100,000+	18%
50,000-99,999	10%
10,000-49,999	20%
1,000-9,999	36%
250-999	9%
100-249	6%
25-99	2%

TOPICS COVERED

Test Management
Test Techniques
Test Automation
Embedded and Mobile Testing
Test Process Improvement
The Cloud
Performance Testing
Agile Testing
Security Testing

JOB FUNCTIONS



INDUSTRY BREAKDOWN

Information	31%
Finance and Insurance	25%
Manufacturing	10%
Health Care and Social Assistance	7%
Utilities	6%
Management of Companies and Enterprises	5%
Retail Trade	5%
Arts or Entertainment or Recreation	3%
Government	3%
Transportation and Warehousing	3%
Accommodation and Food Services	2%

SUMMARY OF EXHIBITOR AND SPONSOR BENEFITS



Each Sponsorship Includes

- Company logo in the mailed and online conference brochure
- Listing in the 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

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

- 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 \$4,000 USD Each

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 Name Badge Lanyards** – Your company logo is prominently displayed on the lanyard worn by each conference delegate.



Gold Level Sponsorship \$2,500 USD Each

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

- G1 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.
- G2 Conference Lunches** – Sponsorship of specialty-themed lunches on both Wednesday and Thursday. 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.
- G3 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.



Silver Level Sponsorship \$2,000 USD Each

Silver secures your booth and basic promotion.

Tabletop Exhibit in the EXPO area. Up to 2 EXPO representatives from your company to staff your tabletop (includes all food and beverages served during the EXPO, including EXPO reception).