



# TestConX™

HILTON PHOENIX/MESA · MARCH 1-4, 2020 · MESA, ARIZONA

Extend the Reach  
of Your Message  
with a Sponsorship &  
Advertising Package

## SPONSORSHIP & ADVERTISING

**SPONSORSHIP & ADVERTISING PACKAGES** attract the attention of qualified prospects by increasing the visibility of your company to the large international audience of TestConX 2020 participants and website visitors.

A wide range of Sponsorship and Advertising packages are available to suit your promotional needs and budget. Choose from a group of Workshop Sponsorships, numerous Event Sponsorships and/or a variety of Advertising packages.

Or we can work with you to create or customize a package that suits your promotional needs.

Signup early and receive discounted pricing:  
20% off until September 1, 2019

Sponsorship & Advertising Packages are limited and are offered on a first-come, first-served basis. Priority (until August 1, 2019), in the form of the right of first refusal, will be given to the prior year's subscriber(s). However being the Premier Sponsor is limited to two consecutive years unless it is still available after August 1, 2019.

## WORKSHOP SPONSORSHIPS

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### Premier Sponsor

\$16,000

This exclusive opportunity to support the TestConX workshop reaches qualified prospects by providing maximum visibility to your company.

Availability: 1

Benefits include:

- (1) Ten-foot exhibit booth; including (2) additional EXPO Staff badges (total of 4)
- (2) complimentary Full Conference (Professional with Tutorial) attendee registrations
- Your full page color ad in the TestConX Workshop Guide (prominent placement: your choice of inside front or inside back cover) and full screen electronic ad on the TestConX program monitors
- Company name and/or logo listed on all promotional materials, email blasts, and printed materials
- An “editorial” email blast featuring your company
- Company name & full color logo featured as the Premier Sponsor in the conference Proceedings
- Placement of company-provided advertising banner (1 hanging or 2 standing) in prominent location of your choice
- Signage recognition at the Conference and EXPO
- Featured logo recognition on cocktail napkins used at both EXPO receptions
- Prominent recognition on the TestConX website homepage with link to your company’s website (through 3/31/20)
- Featured recognition in the TestConX *Workshop Guide*
- Featured recognition at the conference Welcome (opening) and Closing of the workshop.
- Distribution of one approved item of promotional merchandise supplied by your company to Full Conference attendees

### Honored Sponsor

\$7,000

This select opportunity to support the TestConX workshop offers your company high visibility to every attendee and website visitor.

Availability: 3

Benefits include:

- A complimentary Full Conference (Professional with Tutorial) attendee registration
- Your full page color ad in the handsome TestConX *Workshop Guide* and full screen electronic ad on the TestConX program monitors
- Company full color logo displayed in the conference Proceedings and *Workshop Guide*
- Recognition on the TestConX website homepage with link to your company’s website (through 3/31/20)
- Placement of a company-provided standing banner in a prominent location
- Recognition at Welcome (opening) and Closing of the Workshop
- Company full color logo prominently included on signage placed in high visibility locations
- Prominent logo recognition on cocktail napkins used at both EXPO receptions
- Distribution of one approved item of promotional merchandise supplied by your company to Full Conference attendees

### Distinguished Sponsor

\$5,000

As a Distinguished Sponsor, you’ll show your support of the TestConX Workshop and reach every attendee.

Availability: 8

Benefits include:

- Full-page color ad in the TestConX *Workshop Guide* or a full-screen electronic ad on the TestConX program monitors
- Full-color logo displayed in the conference Proceedings and Workshop Guide
- Company logo (with hyperlink to your website) displayed prominently on the TestConX website’s EXPO homepage (through 3/31/20)
- Recognition at Welcome (opening) and Closing of the Workshop
- Full-color logo included on signage placed in high visibility locations
- Company logo included on cocktail napkins used at the two EXPO receptions

NOTE: Deliverables and their due dates will be communicated to you by the TestConX registration office upon acceptance of your Sponsorship & Advertising order form.

## EVENT SPONSORSHIPS

### Every Event Sponsorship is an exclusive opportunity.

The TestConX program includes several highlight events during the conference which offer the opportunity to prominently focus your company message. The TestConX Workshop can also work with you to create or customize an event sponsorship that suits your promotional needs and budget. See the preliminary program schedule for prospective event scheduling.

In addition to the specific benefits that are included with an event sponsorship, each event sponsor is recognized with the following:

- In the conference Proceedings and the *Workshop Guide & Directory of Exhibitors*
- On the flat screen monitors used to display the technical program and other information, located in a high-traffic areas throughout the workshop
- On the TestConX website
- At the Welcome (opening) and Closing of the Workshop

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### Networking Sponsor

\$6,000

Your company's message will reach TestConX participants continually with this exclusive sponsorship that offers high visibility at the welcome reception, social events, breakfasts, coffee breaks and lunches with:

- Company logo imprinted on napkins used at the social activities
- Table top signage at each of the social activities
- Recognition at the Welcome Dinner

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### Keynote Address Sponsor

\$1,750

Each year TestConX has a renowned industry leader deliver the keynote address. This exclusive opportunity reaches attendees before, during and after the keynote address with:

- Company full-color logo on signage at ballroom entrances prior to and during the event
- Recognition at keynote address introduction
- Your company representative will introduce the keynote speaker

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### Tutorial/TechTalk Sponsor

\$1,500

Expert instructors teach the Tutorial and TechTalk Sessions where attendees from around the world come for in-depth coverage of challenging industry topics. This exclusive opportunity reaches attendees with:

- Recognition in the hardcopy manual for the Tutorial and in the e-manual for both the Tutorial and the TechTalk

- Company full color logo included on signage placed at ballroom entrances prior to and during the Tutorial and the TechTalk
- Recognition at Tutorial and the TechTalk introductions

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### Custom Event Sponsorships

The above sponsorships can be customized to suit your needs, goals and budget. The TestConX Workshop can also work with you to create a unique custom sponsorship tailored to your promotional interests.

Contact the TestConX office for details on creating or customizing a sponsorship.

## ADVERTISING

Whether you choose to sponsor a printed ad in the full-color *Workshop Guide & Exhibitor Directory* or an electronic ad on the TestConX program monitors, you're sure to reach every TestConX Workshop participant with your message. Reach for maximum impact by choosing a special package deal that includes both!

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### Print Advertisement

\$700 – inside front or back cover

\$500 – full page

\$300 – 1/2 page

\$175 – business card

- Every TestConX participant receives the TestConX *Workshop Guide & Exhibitor Directory* in their registration kit. The *Workshop Guide* is a high quality, full-color, glossy, “pocket-sized” (approximately 8.5” x 4”) booklet guide to the TestConX workshop. Workshop participants use this guide throughout the conference and as a reference after the workshop.

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### Electronic Advertisement

\$600 – static image

\$900 – video

- The large flat screen TestConX program monitors, located in high traffic areas, display the technical program and other information throughout the workshop. They are viewed frequently by the participants. Your full screen ad will cycle as a part of the viewing sequence on each monitor. Your ad may be a single image (no audio) or up to a 30 second video (with or without audio); the run rate for single image ads will be more frequent than for a video ad.

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### Printed + Electronic Special

Save 40% on any print ad when combined with a static electronic ad

\$900 (static e-Ad + printed full page)

\$780 (static e-Ad + printed 1/2 page)

\$705 (static e-Ad + printed business card)

## ADVERTISING MERCHANDISE

Whether your marketing aim is 'at-event' and/or 'post-event', sponsoring any of these advertising merchandise choices offer a way to reach many or all of the TestConX attendees and participants. Choose from these exclusive merchandise options or contact the TestConX office to specify and budget other exclusive options to best fit your needs.

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### **Name Badge Lanyards**

\$3,500

Your company's logo is imprinted on every TestConX participants' name badge lanyard. Lanyards are worn through the duration of the workshop and will be seen at all TestConX Workshop events. Name Badge lanyards are included in each attendee's registration kit which is distributed at workshop registration. (500 lanyards)

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### **Tote Bags**

\$5,000

Every TestConX Professional attendee receives a tote bag imprinted with your company's logo (2-color) and the TestConX logo. The tote bag contains the attendee's registration kit. It is a very handy and popular item both at TestConX and afterwards. (325 tote bags)

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### **Name Badge Lanyards & Tote Bags**

\$7,500

Save by choosing both the lanyard and the tote bag combination! (500 lanyards & 325 tote bags)

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### **Notebooks**

\$6,000

This unique opportunity gives your company name visibility to every full conference attendee and has the potential for lasting use. Your company's logo (2-color) is imprinted on an elegant and useful notebook. The notebooks are included in each attendee's registration kit which is distributed at workshop registration. (325 notebooks)

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### **Hotel Key Cards**

\$2,750

This singular opportunity displays your company name/logo every time an attendee accesses his/her room at the Hilton. The Hilton distributes these plastic key cards when attendees register for their rooms. (400 key cards)

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### **Custom**

Pricing is per agreement

TestConX will work with you to select the precise branded merchandise that suits your promotional message and budget.

Contact the TestConX office for details.

## BANNERS

Banner sponsorships reach every TestConX participant, whether it's a hanging banner overlooking the EXPO area or a standing banner located in a high traffic location. Choose the banner type, and from the many available locations, to suit delivering your message (Production is not included in the price—company provides the banner).

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### **Hanging Banner**

\$500

Elevated from the EXPO floor, hanging banners provides high visibility recognition for your company and message during the entire workshop.

Nominal size is 4' x 8' with 35-ft<sup>2</sup> maximum area.

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### **Standing Banner**

\$250

Located at floor level, a standing banner offers recognition for your company and message during the entire workshop to TestConX participants.

Size is limited to 3' wide x 8' high maximum.

SPONSORSHIPS

**WORKSHOP SPONSOR**

- Premier Sponsor \$16,000 (1 available)
- Honored Sponsor \$7,000 (3 available)
- Distinguished Sponsor \$5,000 (8 available)

**EVENT & CUSTOM SPONSOR**

- Networking Sponsor \$6,000 (1 available)
- Keynote Address Sponsor \$1,750 (1 available)
- Tutorial/TechTalk Sponsor \$1,500 (1 available)
- Custom Sponsorship Contact TestConX

Description \_\_\_\_\_

ADVERTISING

**ADVERTISEMENT** (Print appears in the *Exhibitor Directory & Workshop Guide*; Electronic is full-screen on 42" monitors)

- PRINT:  Inside Cover \$700     Full Page \$500     1/2 Page \$300     Business Card \$175
- ELECTRONIC:  static e-Ad \$600     video e-Ad \$900
- ELECTRONIC & PRINT:  e-Ad + Page \$900     e-Ad + 1/2 page \$780     e-Ad + Business Card \$705

**ADVERTISING MERCHANDISE** (Each is an exclusive opportunity: 1 available only)

- Lanyard \$3,500     Tote Bags \$5,000     Combination (Lanyard & Tote Bags) \$7,500
- Notebooks \$6,000     Hotel Key Cards \$2,750     Other (Description \_\_\_\_\_) contact TestConX for pricing

**BANNERS** (Multiple opportunities and locations)

- Hanging Banner \$500     Standing Banner \$250

COMPANY INFO

**COMPANY INFORMATION** (desired wording in TestConX materials)

Company Name \_\_\_\_\_ Contact's Name \_\_\_\_\_

Street Address \_\_\_\_\_ Phone \_\_\_\_\_

Website \_\_\_\_\_ Email \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Country \_\_\_\_\_

**Sign up early to receive discounted pricing: 20% off through 9/1/2019**

If paying by check, deduct discount from your check; if by credit card, amount charged will reflect the discount.

PAYMENT

- CHECK (payable to: TestConX; must be drawn on a US bank)
- PURCHASE ORDER/WIRE (we will send you an invoice with wire instructions)
- CREDIT CARD (Check one):  Visa     MasterCard     American Express

Card Number \_\_\_\_\_ Expiration Date (mm/yy) \_\_\_\_\_

Exact Name on Credit Card \_\_\_\_\_ CV2 Code\* \_\_\_\_\_

Billing Address / Street \_\_\_\_\_ Postal Code \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Country \_\_\_\_\_

Signature \_\_\_\_\_ \*(AMEX: on front; VISA/MC: on back)

All payments must be made in US dollars, drawn on US banks. There will be a \$50 fee assessed for returned checks. Once this order is submitted there are no refunds for cancellations by the submitting company. The credit card will not be charged (or the check will be returned) if the selected sponsorship/advertising or an agreed upon substitute is no longer available. The fee will be fully refunded if there is a cancellation by TestConX. TestConX reserves the right to not accept this order at its sole discretion.

**Mail completed order form with full payment to:**

TestConX  
PO Box 1053  
Los Altos, CA 94023

**Or email completed order form (PDF or scan) to:**

office@bitsworkshop.org