2015 MEDIA KIT

RELAX
AND LET US
DO THE WORK

TECHWELL™

COMPELLING CONTENT | TRUSTED RESOURCES | OUTSTANDING ADVERTISING RESULTS

RELAX
AND LET US DO THE WORK

| CONTENTS | 2015 MEDIA KIT |

TechWell/Software Quality Engineering (SQE) is a respected and trusted resource for corporate and enterprise software development managers and career professionals.

TechWell helps you engage with decision makers and technical influencers through industry conferences, professional training, community websites, and online publications.
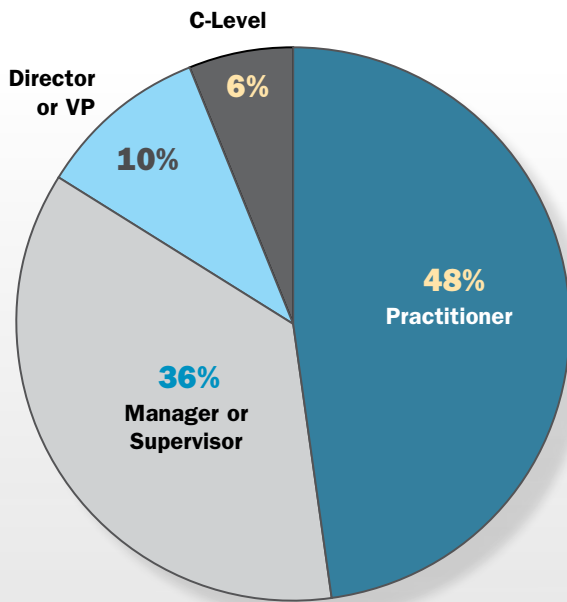
A pioneer in promoting the software profession, TechWell started the STAR software testing conferences in 1992, went on to produce the Better Software and Agile Development conferences in the 2000s, and is proud to announce its Mobile Dev + Test and DevOps conferences beginning in 2015.

TechWell produces three community websites for the software industry—StickyMinds, AgileConnection, and CMCrossroads; publishes *Better Software* magazine; and provides focused industry newsletters.

Through TechWell you'll gain access to a highly targeted audience of software and IT managers (C-level, VPs, directors); development managers/leads; software project managers; test/QA managers; senior developers and testers; architects and designers; numerous technical specialists; and industry consultants.
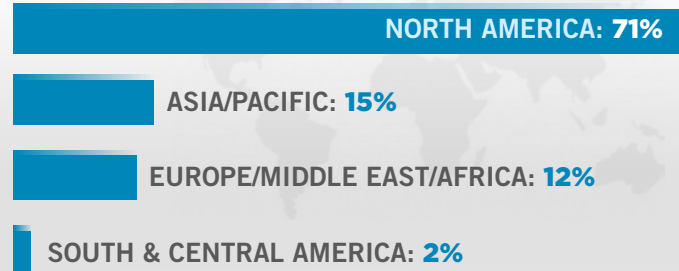
AUDIENCE DEMOGRAPHICS

JOB TITLE LEVEL

C-Level 6%
Director or VP 10%
48% Practitioner
36% Manager or Supervisor

GEOGRAPHIC DISTRIBUTION

NORTH AMERICA: **71%**

ASIA/PACIFIC: **15%**

EUROPE/MIDDLE EAST/AFRICA: **12%**

SOUTH & CENTRAL AMERICA: **2%**

INDUSTRY

Computer Software & Services	31%
Financial Services	16%
Business Services	14%
Manufacturing	9%
Healthcare	7%
Government	5%
Education	3%
Other	15%

JOB FUNCTION

Test & Quality Assurance	51%
Software Development	21%
Project and General Management	14%
Business and Systems Analysis	7%
Other	7%

SOFTWARE TESTING ANALYSIS & REVIEW

Meet Face to Face with Hundreds of Software Testing Professionals

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 any or all STAR Testing Expos to gain direct access to an audience of qualified prospects.
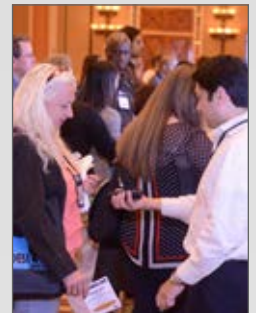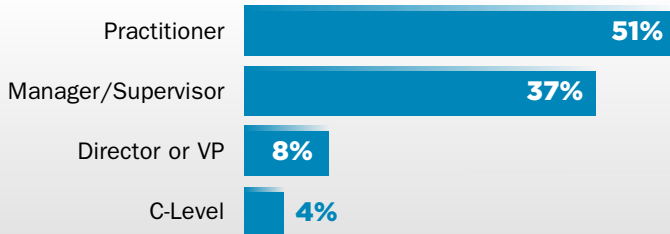
STAR*EAST* **Expo:**
May 6–7, 2015
Gaylord Palms
Orlando, FL
stareast.techwell.com

STAR*CANADA* **Expo:**
June 24–25, 2015
Westin Bayshore
Vancouver, BC
starcanada.techwell.com

STAR*WEST* **Expo:**
Sept. 30–Oct. 1, 2015
Disneyland Hotel
Anaheim, CA
starwest.techwell.com

THE STAR EXPO AUDIENCE

JOB TITLE LEVEL

Practitioner	51%
Manager/Supervisor	37%
Director or VP	8%
C-Level	4%

TOPICS COVERED

Test Management	Performance Testing
Test Techniques	Agile Testing
Test Automation	Security Testing
Embedded and Mobile Testing	Measurement and Metrics
Test Process Improvement	Web and eBusiness Testing
Cloud Testing	

JOB FUNCTION

- Test & Quality Assurance — 66%
- Software Development — 15%
- Business and Systems Analysis — 8%
- Project and General Management — 7%
- Other — 4%

"TechWell conferences bring together industry leaders to showcase next generation testing and software quality solutions...TechWell has allowed us to showcase our market leading mobile testing capabilities in front of a savvy audience that really 'gets it'."

—Josh Galde, Senior Product Marketing Manager, Keynote
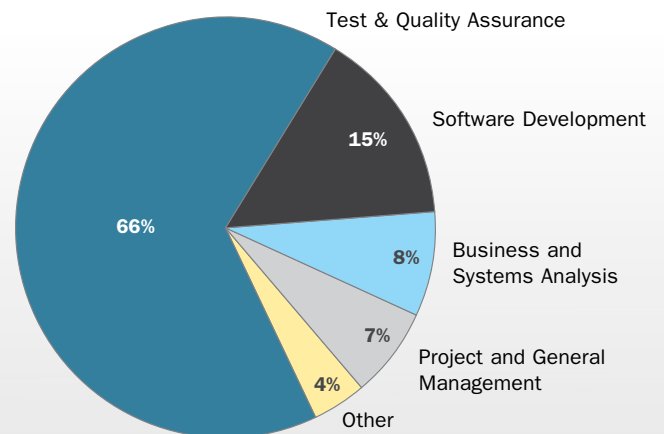
COVERING THE SOFTWARE LIFECYCLE

Engage with Software and IT Professionals Looking for Solutions

Get live access to hundreds of qualified decision makers and influencers attending multiple conferences. The Better Software, Agile Development, and DevOps Conferences cover the entire software lifecycle. Engage face-to-face with corporate and enterprise professionals who are searching for the latest tools, services, and information to help them develop, test, and deliver great software across all industries and technologies.

AGILE DEVELOPMENT CONFERENCE **WEST**

BETTER SOFTWARE CONFERENCE WEST

DEVOPS CONFERENCE **WEST**

AGILE DEVELOPMENT CONFERENCE **EAST**

BETTER SOFTWARE CONFERENCE EAST

DEVOPS CONFERENCE **EAST**

Agile Development Conference, Better Software, and DevOps Conference West Expo:
June 10–11, 2015
Caesars Palace
Las Vegas, NV
adc-bsc-west.techwell.com

Agile Development Conference, Better Software, and DevOps Conference East Expo:
November 11–12, 2015
Hilton Orlando—
Lake Buena Vista
Orlando, FL
adc-bsc-east.techwell.com

THE AGILE DEVELOPMENT AND BETTER SOFTWARE EXPO AUDIENCE
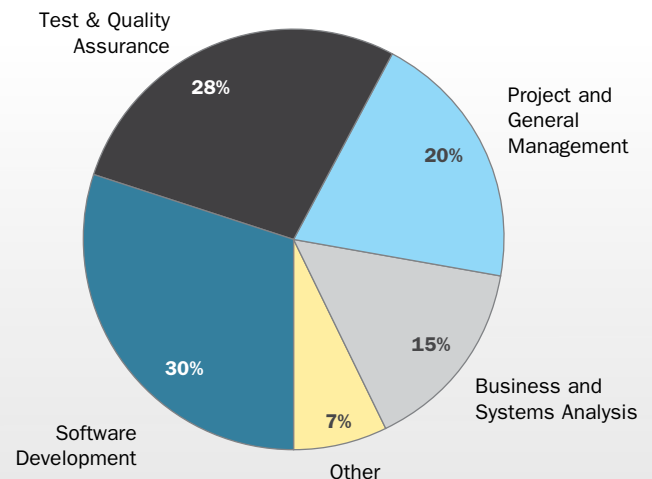
JOB TITLE LEVEL

Practitioner	42%
Manager/Supervisor	39%
Director or VP	13%
C-Level	6%
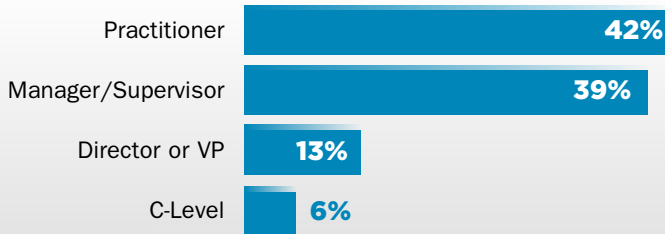
TOPICS COVERED

Design and Architecture

Build and Release Automation

Continuous Test and Deployment

Leading Teams and Projects

Business Analysis and Requirements

Metrics and Estimating

User Experience and Usability

DevOps (Dev and IT Operations)

Agile Development/Test Practices

Agile in the Enterprise

Scrum, Lean, and Kanban

Testing and Quality Management

Mobile, Embedded, and Wearables

Cloud Development and Test

"We have been an sponsor at TechWell conferences for years. It is an excellent way to reach our target audience and have meaningful conversations with potential customers."

—Erika Barron, Marketing/Event Manager, Parasoft

JOB FUNCTION

Test & Quality Assurance 28%

Project and General Management 20%

Business and Systems Analysis 15%

Other 7%

Software Development 30%

## Get in Front of Software Development and Testing Professionals Focused on Mobile and Smart Technology

Mobile Dev + Test is a brand new conference that is focused on bringing together some of the brightest and most innovative ideas in developing and testing smart and mobile applications. Covering iOS and Android development, mobile testing strategies, mobile design, user experience, security, and more, the Mobile Dev + Test Conference is a must for any solutions provider in the mobile space.

MOBILE DEV + TEST

Mobile Dev + Test Expo:
April 15–16, 2015
Manchester Grand Hyatt
San Diego, CA
mobiledevtest.techwell.com
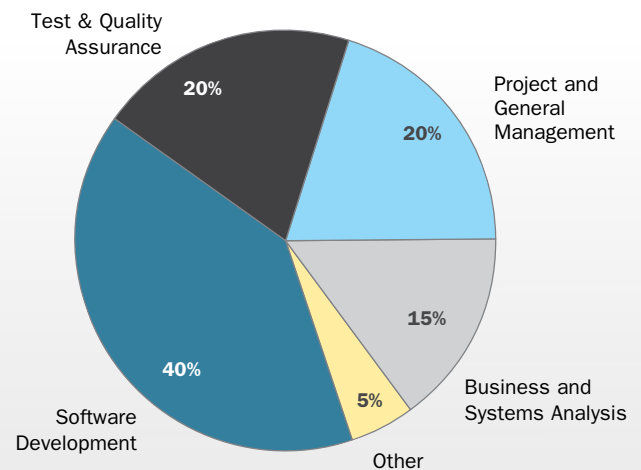
THE PROJECTED MOBILE DEV + TEST EXPO AUDIENCE

TECHWELL JOB TITLE LEVEL

Practitioner	47%
Manager/Supervisor	38%
Director or VP	11%
C-Level	4%
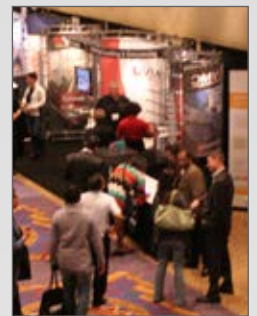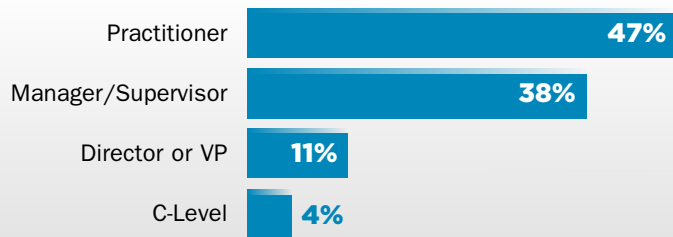
TOPICS COVERED

Development—IOS and Android
Mobile Test
Mobile Performance
Mobile Design
User Experience
SMART Technology
Security

JOB FUNCTION

- Test & Quality Assurance — 20%
- Project and General Management — 20%
- Business and Systems Analysis — 15%
- Other — 5%
- Software Development — 40%

Become a TechWell Conference Sponsor in 2015

Get Face-to-Face with Hundreds of Highly-Engaged Delegates

TechWell Conference Sponsorships offer you the opportunity to get your solutions in front of many hundreds of influencers and decision-makers at organizations committed to building and delivering great software.

Companies pay $2,000 or more for their managers and technical professionals to attend TechWell events where they gain knowledge, learn about new products and services, and network with their peers and industry leaders.

Generous Packages for Lead Generation and Branding

TechWell sponsorships are bundled with generous exhibitor packages that encourage high lead generation results.

Sponsorship packages offer you visibility and provide top-of-mind recall for delegates who see your brand before, during, and after the conference. All sponsorship levels have limited availability and are offered on a first-come basis.

SPONSOR AND EXHIBITOR BENEFITS

Benefit	Premier Sponsor (1 only)	Platinum Sponsors	Gold Sponsors	Silver Sponsors
Exhibit space—10x20 exhibit booth with amenities in premium location (STAR*EAST*, STAR*WEST*, Better Software/Agile Development)	✔			
Exhibit space—10x10 exhibit booth with amenities (STAR*EAST*, STAR*WEST*, Better Software/Agile Development)		✔	✔	✔
Exhibit space—6-ft skirted table with amenities (STAR*CANADA,* Mobile Dev + Test)		✔	✔	✔
Announced as the Premier Sponsor at the opening Keynote session each morning	✔			
Bonus session promoted before and during the conference to drive attendance	✔			
Logo prominently displayed on conference website home page and on cover of conference brochure	✔			
Exposure to large, worldwide audience during collocated virtual conference where your company's live Industry Technical Presentation will be streamed (see page 8 for Live Virtual Platinum level benefits)**	✔			
Conference bag insert	✔			
Prominently featured before and during the conference as a prestigious industry sponsor	✔	✔		
Full-page ad in the conference Program Guide	✔	✔		
Your company's individual logo on a unique sponsored item (items vary by level and availability)	✔	✔	✔	
Opportunity to participate in one Industry Technical Presentation (limited availability)	✔	✔	✔	
Email blasts to all participants, approved by organizer, assigned on first-come basis*	✔	✔	✔	
Company logo on Program Guide and Tutorial covers	✔	✔	✔	
Complimentary conference registrations on Weds/Thurs*	✔	✔	✔	
Expo booth staff passes on Weds/Thurs*	✔	✔	✔	✔
Conference registrations at half price*	✔	✔	✔	✔
Active URL link, logo, and description on conference website	✔	✔	✔	✔
Company logo and description in conference Program Guide	✔	✔	✔	✔
Listing on Expo entrance signage	✔	✔	✔	✔

*Specific number is dependant on sponsorship level. Contact sales for details
**Offered when there is an accompanying virtual conference only. Contact sales for details

NEXT STEP
For more information and registration forms, contact our sales team at sales@sqe.com or call 904.278.0524.

Sponsor TechWell Live Virtual Events

Each year thousands of software managers and professionals are unable to attend TechWell's live conferences. To fill that need, TechWell offers exciting virtual events streamed from live conferences to create a conference-like atmosphere for virtual participants.

Each virtual conference sponsor will have its Industry Technical Presentation streamed to a worldwide audience.

Virtual attendees will be able to attend your Industry Technical Presentation, view live keynote sessions, visit the virtual Expo floor, and listen to live interviews with speakers.

You'll benefit from branding and promotional opportunities before, during, and after the virtual conference.

TechWell Conferences

Why Participate in Virtual Conferences?

Guaranteed Lead Generation
Each sponsorship opportunity comes with a minimum lead guarantee, making it easy to see your cost per lead. And we aim to exceed that minimum. Additional leads above the lead guarantee are supplied at no additional cost.

Your Web Seminar Presentation Streamed Live as Part of the Virtual Conference Program
Your live, streamed Industry Technical Presentation benefits from the extensive marketing TechWell does for the entire virtual and physical conference. With an average of 1,500 to more than 2,000 registrants per virtual event, you'll have the opportunity to net hundreds of new leads.

Robust Reporting Allows for Immediate Follow-Up
Detailed lead reports are available online, providing statistics and data to help you decide whom to contact first. We provide complete contact information, participant activity history, documents downloaded, chat transcripts, and more.

Talk to us about super discounts for Live & Virtual packages!

VIRTUAL CONFERENCE SPONSOR & EXHIBITOR BENEFITS

	Platinum Sponsors 2 maximum	Gold Sponsors 6 maximum
CONTACT LEAD GUARANTEE	**350**	**200**
Exposure to large, worldwide audience during virtual conference where your company's live Industry Technical Presentation will be streamed	✔	✔
Contact lead information for live and post-event virtual participants	✔	✔
Company logo in pre- and post-email messages to all virtual conference registrants	✔	
Dedicated email blast to all virtual conference registrants prior to your live virtual presentation	✔	
Prominent placement of your company logo on banners in conference room where presentation is streamed	✔	✔
Real-time, detailed reporting of participant activity for immediate follow-up	✔	✔
Technical support for the entire virtual event	✔	✔
Virtual exhibitor booth with your choice of easily customizable designs	✔	✔
Posting of content resources (white papers, webcasts, etc.) in virtual exhibit booth	✔	✔
Live and scheduled interaction and collaboration with participants in virtual booth via real-time chat	✔	✔
Virtual booth attendee survey capability	✔	✔
Recording of Industry Technical Presentation provided to you for reuse	✔	✔
Your company logo featured throughout the virtual website, on the registration page, and on all promotional materials	✔	✔
Virtual event available online for three months after the conference	✔	✔

NEXT STEP For more information and registration forms, contact our sales team at sales@sqe.com or call 904.278.0524.

Position your company as a knowledgeable thought leader. Your 60-minute custom web seminar is moderated by TechWell and consists of 45 minutes for your presentation and 15 minutes for questions and answers. With this instant lead generation tool your company will benefit from:

- Fully turnkey facilitation
- 300-lead guarantee for approved topics (lower guarantees available for niche topics)
- Consulting on how to best approach a web seminar topic and/or focus to create the most successful event that reaches the right audience
- Unique combination of positioning, education, thought leadership, and lead generation
- Specialized marketing campaign to best target the desired audience
- Ability to leverage your message with TechWell's expertise and credibility to maximize results
- Establishing your company as a knowledgeable thought leader in the industry on the topic addressed
- Lead delivery within 24 hours
- 12-month archive included
- Additional services available upon request: digital file, transcription services, and pre-recording of presentation
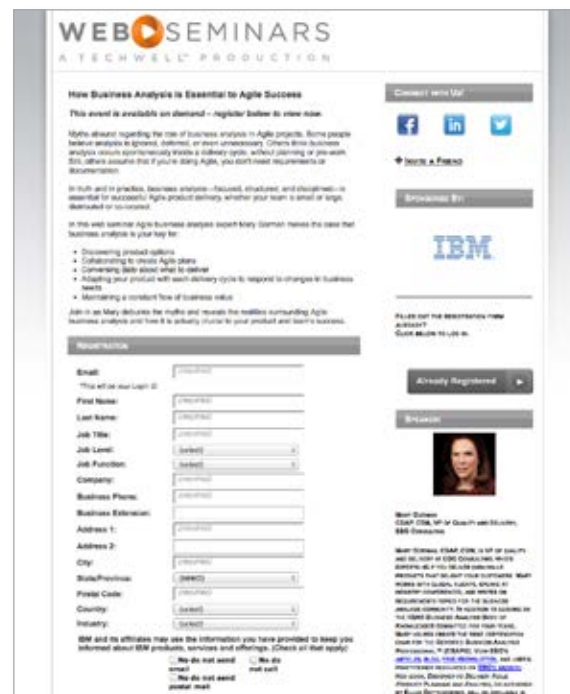
SAMPLE WEB SEMINAR TITLES

- Selenium Test Automation: Best Practices for High-Performing Implementations
- Testing and Assuring Mobile End User Experience before Production
- Test Transformation: A Key Ingredient for Agile Software Delivery
- Assuring Quality in a Big Data Implementation
- Solve the Multi-Device Mobile Testing Challenge
- Application Performance That Wins Customers: The Missing Piece of the Agile Puzzle
- Continuous Performance Testing with the Radar Methodology

"I wanted to let you know you've done a great job with the live webinars. The prep, live events and post activities have all gone very smoothly. After having hosted a few webinars for us this year, I'm confident the overall management and event outcome will be successful. Thank you!"
— Cognizant

SAMPLE TOPICS

- Agile Development
- Software Development
- Quality Assurance
- Requirements
- Software Testing
- Configuration Management

VITAL STATS

- 300-lead guarantee per event for approved topics
- Average live attendance rate—40%

OPPORTUNITIES

- Pricing options available based on lead guarantee
- Mobile application access
- Desktop sharing
- Pre-recorded options

Reach your target audience with the power of information. Our content syndication program allows you to use your existing white paper, case study, product download, or other asset for a unique lead generation program. Some key benefits to participating in these programs include:

• Pre-campaign analysis to help you meet your sales lead goals
• Customized lead filtering
• Targeted marketing campaign to reach your target audience
• Custom qualifying questions
• Thought leadership
• Promotion in white paper hotsheet emails
• Purchase exactly the number of leads you need
• Weekly delivery of the freshest leads

CONTENT SYNDICATION ALLOWS YOU TO TARGET EXACTLY THE TYPE OF LEADS YOU NEED. TARGETED FILTERS AND SAMPLE WHITE PAPER TOPICS INCLUDE:

FILTERS

• Geography
• Job Function
• Job Title
• Company Size

Filters have a nominal fee

POPULAR WHITE PAPER TOPICS

• Agile Development
• Change Management
• Configuration Management
• Process Improvement
• Project Management
• Requirements
• Software Development
• Software Testing

Creating valuable content is the name of the game these days. But, it takes time to write and edit top-quality, polished pieces.

Let us do the work—in a written or video format that's SEO-friendly! Your company's subject matter expert works with an experienced TechWell editor to create a 10–15 minute video interview or a complete written interview. All packages include promotion and marketing—basic and premium options available.

INTERVIEW BENEFITS

- Gain reputation by partnering with a neutral 3rd party (TechWell) to conduct your interview

- Interview is hosted on our website

- Basic promotion includes social media mentions and newsletter exposure

- Premium promotion includes a dedicated email blast

- You receive the final copy for your use

- Ask for complete details and pricing!

SURVEYS

Surveys are a proven and popular source of thought leadership and content marketing. TechWell has the audience and expertise to create a turnkey survey and content syndication strategy for you.

SURVEY:
The Future of Testing
Where Do Testers Spend Their Time?

SURVEY BENEFITS

- An editorial team to collaborate with on your list of questions

- Your survey edited, executed, and compiled with results

- Promotion of your survey to obtain a minimum number of respondents (to be determined)

- An assembled report of findings

- Exclusive rights of survey findings

StickyMinds is the web's first and most popular interactive software testing community for professionals engaged in improving software quality throughout the development lifecycle. Become a community sponsor and get direct access to more than 255,000 users per year.

STICKYMINDS™
A TECHWELL COMMUNITY

DEMOGRAPHICS

JOB TITLE LEVEL

- C-Level **5%**
- Director or VP **9%**
- **38%** Manager or Supervisor
- **48%** Practitioner
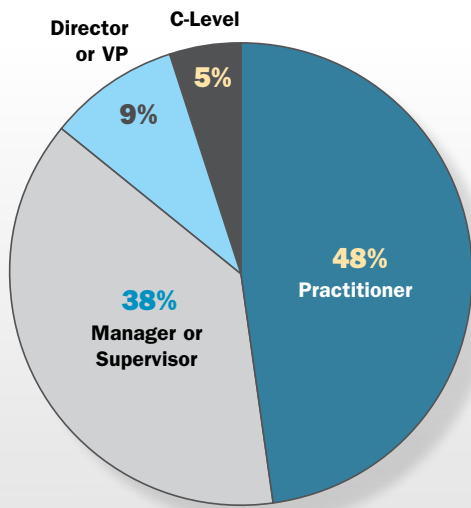
JOB FUNCTION

Test & Quality Assurance 66%
Software Development 14%
Project and General Management 10%
Business and Systems Analysis 6%
Other. 4%

PARTNER OPPORTUNITIES

Community Sponsorship

- Listing as a community sponsor, with link to your website
- BFA (Big Fat Ad 300x250) in rotation on home page
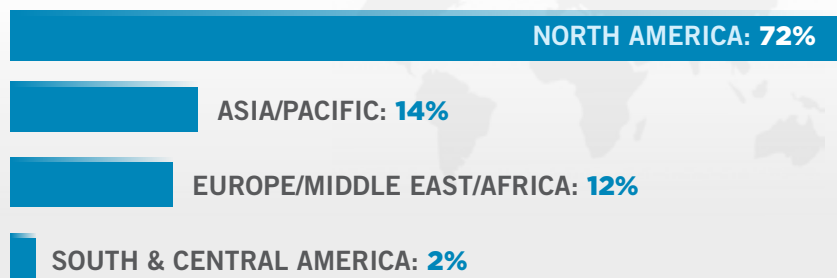- BFA Run of Site ad

Priced per quarter

BFA AD

COMMUNITY SPONSOR LISTING
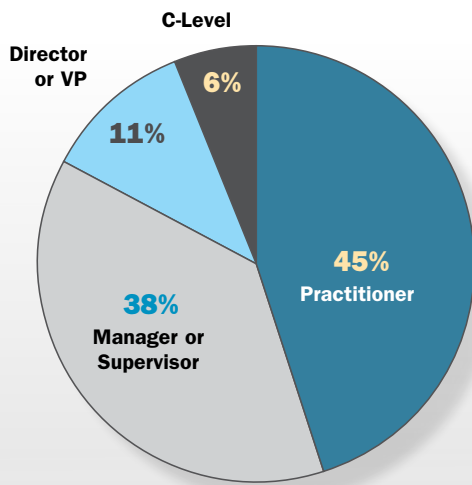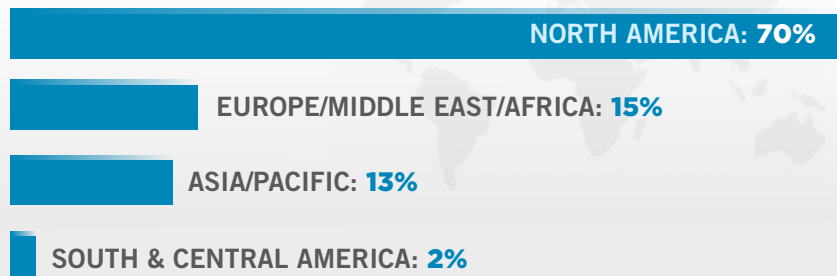
GEOGRAPHIC DISTRIBUTION

- NORTH AMERICA: **58%**
- ASIA/PACIFIC: **25%**
- EUROPE/MIDDLE EAST/AFRICA: **15%**
- SOUTH & CENTRAL AMERICA: **2%**
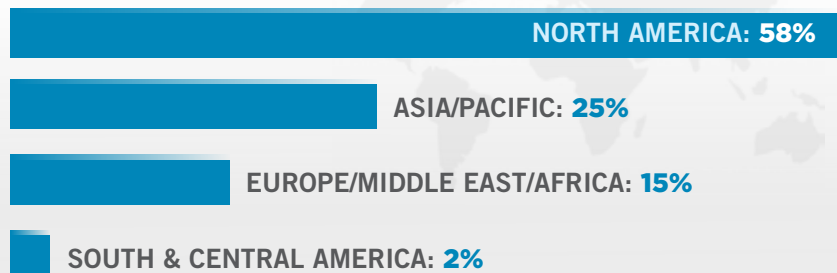
Become a community sponsor on **AgileConnection** and get direct access to professionals wanting to stay up-to-date on agile tools, processes, and methods. AgileConnection offers how-to advice on the latest agile development principles, practices, and technologies through Q&A discussions, articles, interviews, presentations, and more.

AGILE CONNECTION™
A TECHWELL COMMUNITY

DEMOGRAPHICS

JOB TITLE LEVEL

- C-Level 5%
- Director or VP 10%
- Manager or Supervisor 34%
- Practitioner 51%

BFA AD

COMMUNITY SPONSOR LISTING
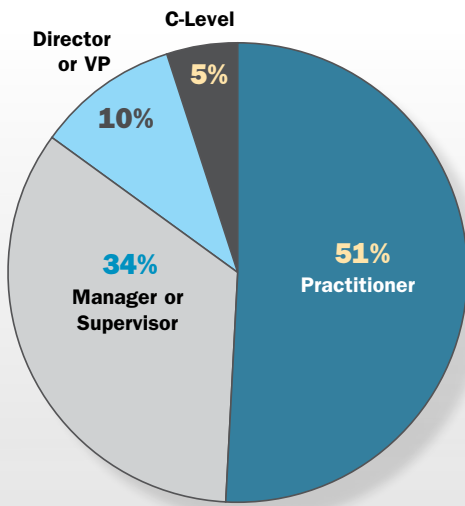
JOB FUNCTION

Test & Quality Assurance 44%
Software Development 27%
Project and General Management 14%
Business and Systems Analysis 9%
Other. 6%

PARTNER OPPORTUNITIES

Community Sponsorship

- Listing as a community sponsor, with link to your website
- BFA (Big Fat Ad 300x250) in rotation on home page
- BFA Run of Site ad

Priced per quarter

GEOGRAPHIC DISTRIBUTION

NORTH AMERICA: **72%**

ASIA/PACIFIC: **14%**

EUROPE/MIDDLE EAST/AFRICA: **12%**

SOUTH & CENTRAL AMERICA: **2%**

CMCrossroads is the largest and most comprehensive developer community focused on configuration management and application lifecycle management. Featuring Q&A discussions, in-depth articles, interviews, and presentations, CM Crossroads provides members with answers on SCM, ALM, change management, DevOps, tools, and more. Get direct access to this established and well-engaged audience.

CM CROSSROADS™
A TECHWELL™ COMMUNITY

DEMOGRAPHICS

JOB TITLE LEVEL

- C-Level **6%**
- Director or VP **11%**
- **45%** Practitioner
- **38%** Manager or Supervisor

BFA AD

COMMUNITY SPONSOR LISTING

JOB FUNCTION

Software Development 41%
Test & Quality Assurance 25%
Project and General Management 19%
Business and Systems Analysis 6%
Other. 9%

PARTNER OPPORTUNITIES

Community Sponsorship

- Listing as a community sponsor, with link to your website
- BFA (Big Fat Ad 300x250) in rotation on home page
- BFA Run of Site ad

Priced per quarter

GEOGRAPHIC DISTRIBUTION

NORTH AMERICA: **70%**

EUROPE/MIDDLE EAST/AFRICA: **15%**

ASIA/PACIFIC: **13%**

SOUTH & CENTRAL AMERICA: **2%**

With three weekly newsletters reaching thousands of opt-in subscribers, advertisers can promote their offerings next to fresh content that's delivered straight to our readers' inboxes.

STICKYMINDS™ *To Go*
A TECHWELL COMMUNITY

TOPIC COVERAGE:	SUBSCRIBERS:
TESTING	**16,000+**

AGILE CONNECTION™ *To Go*
A TECHWELL COMMUNITY

TOPIC COVERAGE:	SUBSCRIBERS:
AGILE	**20,000+**

CM CROSSROADS™ *To Go*
A TECHWELL™ COMMUNITY

| TOPIC COVERAGE:	SUBSCRIBERS:
CM/ALM	**6,500+**

AD SPACE

Better Software is the highly respected digital magazine for software professionals who care about quality. Published bimonthly, each issue provides relevant, timely information to help our customers build better software. Within the pages of each issue you'll find solutions to common management problems, coverage of emerging technologies, and more. Our readers benefit from subject matter experts and real-world case studies in the areas of testing, development, analysis, managing people and teams, business analysis, and tools and techniques. Benefits of advertising with *Better Software* magazine include:

- Placement in an award-winning publication
- Targeted base of loyal readers
- Opportunities for positioning and brand awareness
- Reach more than 50,000 subscribers
- Full- and half-page ads available

DEMOGRAPHICS

JOB TITLE LEVEL

- C-Level 6%
- Director or VP 10%
- Manager or Supervisor 38%
- Practitioner 46%
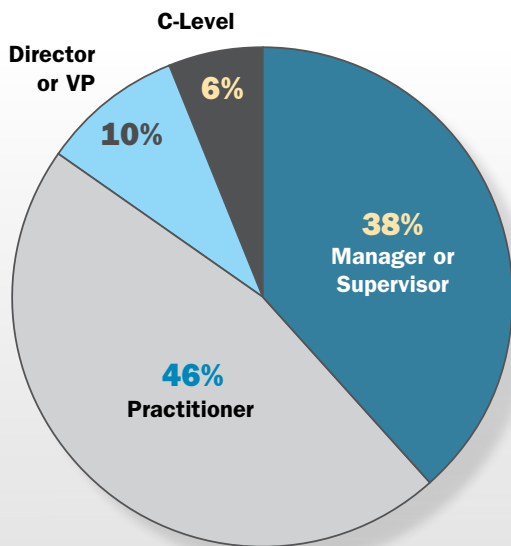
TOPICS

Test and Evaluation • Project Management • Design and Architecture • Development and Deployment • Measurement and Reporting • Process Improvement • Security • Business Analysis • Agile Methods • Configuration Management

JOB FUNCTION

Test & Quality Assurance	56%
Software Development	18%
Project and General Management	13%
Business and Systems Analysis	7%
Other	6%

GEOGRAPHIC DISTRIBUTION

- NORTH AMERICA: 68%
- ASIA/PACIFIC: 17%
- EUROPE/MIDDLE EAST/AFRICA: 13%
- SOUTH & CENTRAL AMERICA: 2%