



Software Test & Performance CONFERENCE

Sponsor & Exhibitor Prospectus

STPCon Fall 2009

**Hyatt Regency Cambridge
575 Memorial Drive
Cambridge, MA**

October 19-23, 2009

Presented by:

**Software Test
& Performance**
COLLABORATIVE

REDWOOD
Collaborative Media

www.stpcon.com

The STPCon Exhibit Hall Features The Latest Tools & Services From The Industry's Top Companies



STPCon's Exhibit Hall provides the ideal opportunity for you to reach your target audience. Software test and performance professionals looking for solutions are eager to discover and demo your latest offerings in a highly interactive environment during dedicated expo hours, conference breaks, lunch, and the STPCon Welcome Reception.

"It's been quite successful!"

- Ranorex (STPCon Fall 2008 Exhibitor)

STPCon reaches the decision makers in software development and test/QA organizations and departments.

Attendees are software and application development managers, project managers, test and QA managers, and senior test professionals charged with taking their companies' applications to a higher level of quality and performance.

STPCon Fall will feature **5** all-new conference tracks:

- Agile Testing
- Test Automation
- Performance Testing
- Test Management
- FutureTest™ – the latest tools, technologies and methodologies

www.stpcon.com

Contact David Karp at 631-393-6054
or dkarp@stpcollaborative.com to reserve a space today!

Some Companies That Attended STPCon Fall 2008



***"A lot of people
who are in the
core of our
target market."***

***- Dynatrace (STPCon
Fall 2008 Exhibitor)***

Accenture
ADP
Aflac
Alliance Data
Amazon
American Family Insurance
American Student
Assistance
American Water
Arbitron Inc.
ASTQB
Avnet
Bank of Oklahoma
Battelle Memorial Institute
BB&T
Bechtel
Bristol-Myers Squibb
Campbell & Co

Canada Pension Plan Investment Board
Caterpillar Financial Services
CheckFree
Cisco Systems
Citizens Property Insurance Corp
Commerce Insurance Company
Commonwealth Financial
Commonwealth of Mass
Compuware
Copyright Clearance Center
Cornell University
CSC
Deloitte
Expedia, Inc.
Farmers Alliance Mutual Ins. Co.
Federal Reserve Bank of SF
Fidelity Investments
Florida Power & Light
Fujitsu
GAP, Inc
GEICO
German University in Cairo
GlobalSpec
Henry Ford Health System
Hewlett-Packard
IBM
Intel
Invesco
Iron Mountain
ITT
Japan External Trade Organization
JPMorgan Chase

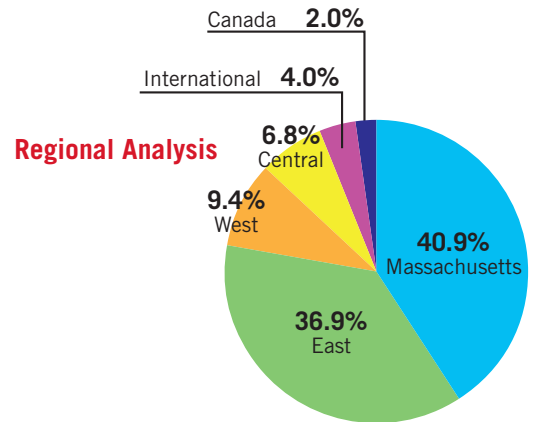
Keane
Kenexa
Keybank
Kronos
Los Angeles Times
Litton Loan Servicing
McKesson
Mercer
Microsoft
Motorola
National Superconducting Cyclotron Lab
Nationwide Insurance
New Mexico Student Loans
New York Life
Northeast Rails
Oppenheimer Funds
Parasoft
Pricewaterhouse Coopers
Primavera Systems
Progress Software
Progressive Insurance
Revlon
Safeco Insurance
SAIC
SAP
SelectHealth
Small Business Administration
State Farm
Sun Microsystems, Inc.
Sungard
Symantec Corp.
The Clipper Group
The Hartford
The MathWorks, Inc
The MITRE Corp
Thomson Financial
Reuters
Tradeweb
Tufts-health
Turner Broadcasting
Unisys
USAA
Verizon
Wachovia
Wachovia Securities
Yellowpages.com

Attendee Profile

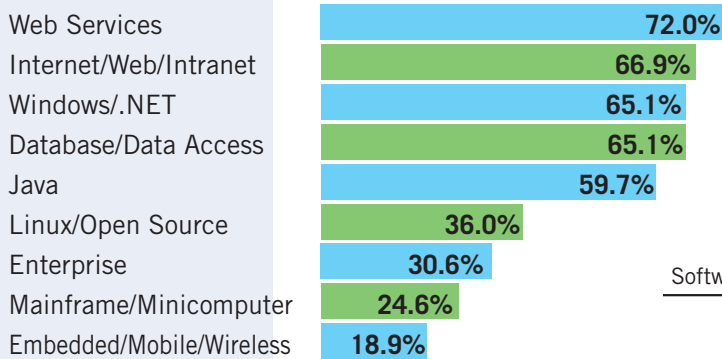
From the STPCon Fall 2008 Expo

Industries

Finance/Accounting/Real Estate/Legal	25.7%
Manufacturing (computer hardware/software)	21.1%
Other Business Activity	20.9%
Consulting	7.1%
Government/Defense/Aerospace	6.3%
Medical Equipment/Services/Healthcare	6.3%
Communications/Datacom/Telecom/ISP	4.8%
VAR/Systems Integrator/Consultant	2.6%
Multimedia/Education	2.3%
Manufacturing (non-computer hardware/software)	2.3%
Mining/Agriculture/Construction/Oil	0.3%
Transportation/Engineering/Automotive	0.3%

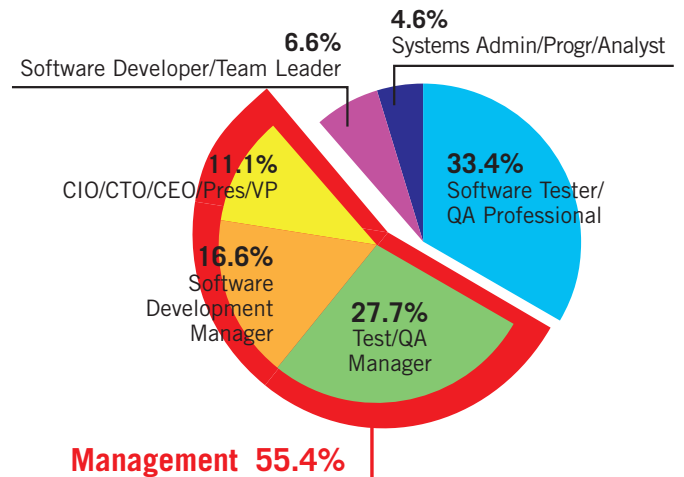


What kind of software are you or your company involved in developing, testing, monitoring and managing?

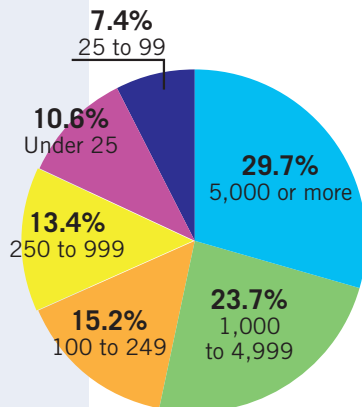


Job Title

A Mix of Development and Test/QA Professionals



Number of Employees



Base: 615 Registrants, Boston event

STPCon's Turnkey Exhibitor Pods Offer Unparalleled Benefits & Value

- Save time and money on booth design, shipping, setup, and exhibitor staff travel!
- The new STPCon exhibit pods provide a no-hassle, turnkey solution equipped with power, workstation area, seating, and customized signage.
- STPCon's new exhibit pod offerings provide affordable exhibitor opportunities for large and small companies alike.
- STPCon offers the easiest, most efficient and effective way to showcase your offerings to a highly qualified audience.

Sponsorship Packages for STPCon Fall 2009

INCLUDED IN EXHIBITOR PACKAGE:

- Standard exhibitor space
- Company ID sign
- Up to 3 exhibitor passes
- Listing in the STPCon Program Guide
- Company listing logo and link on STPCon.com
- One full registration to the core conference (Thurs.–Fri) **A \$1,395 VALUE**
- Access to additional event sponsorship opportunities

Sponsorship Benefits	Diamond (Exclusive)	Platinum	Gold	Silver	Exhibit
Exhibit Space	12 ft. Pod	12 ft. Pod	6 ft. Pod	6 ft. Pod	6 ft. Pod
Promotion of your Company: Print	Logo, Diamond	Logo, Platinum	Logo, Gold	Logo, Silver	Exhibitor Listing
Promotion of your Company: Web	Logo, Diamond	Logo, Platinum	Exhibitor Section, Highlighted	Exhibitor Section, Highlighted	Exhibitor Listing
Pre-event Email Blast to Registration List*	x	x	x		
Post-event Email Blast to Registration List	x	x	x		
One Postal Mailing to Registration List**	x	x	x	x	
Premium Position on Exhibit Floor	x	x	x	x	
Lanyard Sponsor	x				
Attendee Bag Logo	x	x			
Attendee Bag Insert	x	x	x	x	
Back Cover Full Page Ad in Program Guide	x				
Full-Page Ad in Program Guide		x	x		
Lunch Sponsor / Speaker Opportunity	x				
Coffee Break Sponsorship		x			
Reception Sponsorship	x	x	x		
Full-page Ad in <i>Software Test & Performance Magazine</i>	x	x			
Pricing					
<i>Super Early Bird Rate expires June 30, 2009</i>	\$15,995	\$8,995	\$6,095	\$4,695	\$2,995
Early Bird—by August 7, 2009	\$17,995	\$9,995	\$6,995	\$5,695	\$3,195
After August 7, 2009	\$19,995	\$10,995	\$7,995	\$6,295	\$3,395

* One week prior to event

** Mailing conducted through bonded mailhouse. Includes one-time mailing to list only. All related production and postal fees are the responsibility of the vendor.

www.stpcon.com

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STPCon Fall 2009 Schedule

The Software Test & Performance Conference offers in-depth full-day and multi-day training courses, as well as one-hour technical sessions in our core conference.

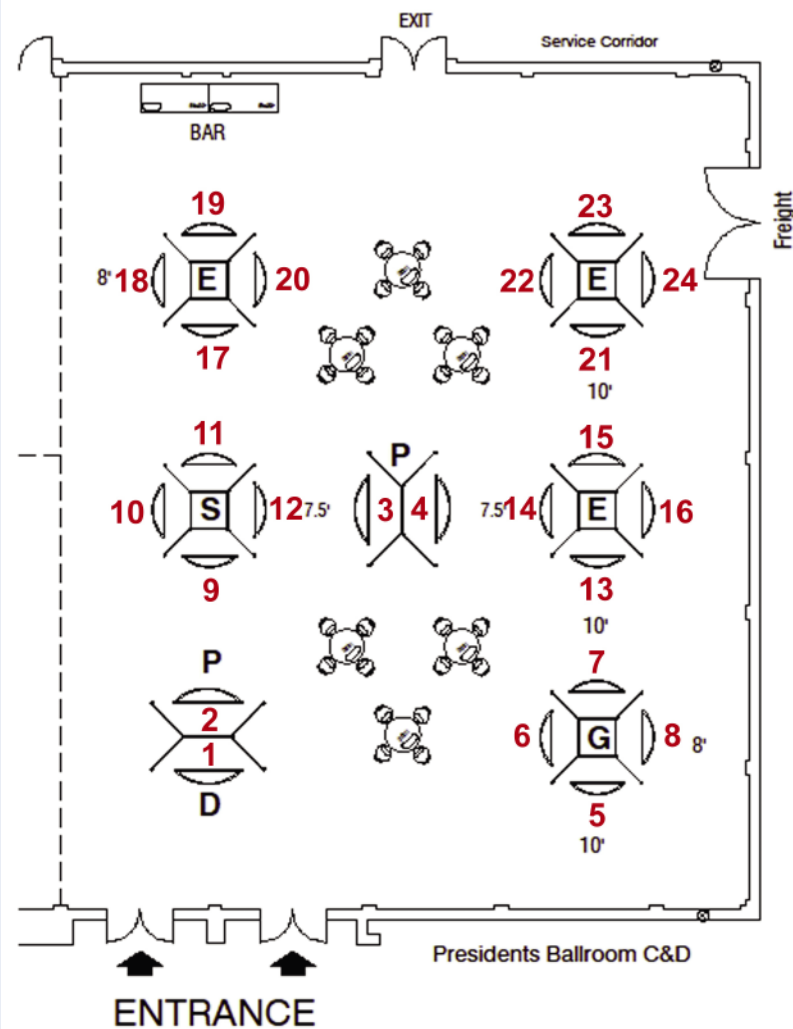
STPCon Schedule

- Monday – Wednesday, October 19 – 21
In-depth multi-day training courses
- Wednesday – Thursday, October 21 – 22
STPCon Exhibit Hall
- Thursday – Friday, October 22 – 23
STPCon Core Conference

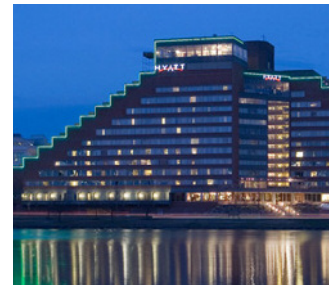
Exhibit Hall Schedule

- Wednesday, October 21
Expo Hall Welcome Reception — 5:30 pm – 7:00 pm
- Thursday, October 22 — 7:45 am – 4:00 pm
All conference breaks and food and beverage events will be held in the Expo Hall.

Exhibit Hall Floor Plan



Venue



Hyatt Regency

575 Memorial Drive
Cambridge, MA
www.cambridge.hyatt.com

Key:

- D Diamond Sponsor
- P Platinum Sponsor
- G Gold Sponsor
- S Silver Sponsor
- EO Exhibit Only

**Call David Karp at
631-393-6054
or e-mail
dkarp@stpcollaborative.com
To Reserve Your
Space Today!**

Unique, High-Impact Sponsorship Opportunities

Increase your exposure at the Software Test & Performance Conference with a unique sponsorship program. Contact David Karp at dkarp@stpcollaborative.com for a complete list of sponsorship options.

"This has been our best show yet"

- ASTQB (STPCon Fall 2008 Exhibitor)

EXTRA CONFERENCE BAG INSERTS (6 available)\$495
Support your collateral material with downloadable demos on DVDs, additional literature and catalogs, or supply us with your promotional item—pens, notebooks, mints, etc.—and we'll insert them in each conference bag.

CONTINENTAL BREAKFAST\$1,500
Includes pre-show promotion acknowledging your sponsorship, plus on-site signage saying "Breakfast sponsored by" and a special mention in the on-site program guide. Sponsor may also supply napkins for use with the breakfast.

LUNCH SPONSOR\$2,500
Sponsor the Thursday lunch in the Expo Hall. Includes pre-show promotion acknowledging your sponsorship, plus on-site signage saying "Lunch sponsored by" and a special mention in the on-site program guide. Sponsor may also supply napkins for use with the lunch.

COFFEE BREAKS (2 available)\$995
Sponsor a mid-morning or afternoon break for conference attendees. Includes all beverages and snack items. You'll also receive pre-show and on-site recognition as a break sponsor, including a sign saying "Coffee Break sponsored by" Two breaks available. Sponsor both for \$1,500.

INTERNET CAFÉ - EXCLUSIVE (1 available)\$5,750
Wireless Internet Access is the **Number 1** additional benefit that our attendees request. You can sponsor Internet access for attendees in a designated area. Includes pre-show and on-site signage.

BADGEHOLDER (pouch) EXCLUSIVE (1 available)\$2,995
Have your logo printed on the attendee badge holder and "be there" when attendees network! Lanyard is sponsored by the Diamond sponsor.

HANGING BANNERS (6 available)\$995 each
Includes production of a 3' x 5' or 2' x 6' hanging banner. You must supply usable artwork.

CONFERENCE PASS 6-PACK (6 Registrations for the STPCon Core Conference Thurs/Fri)\$4,185
Get additional passes to the STPCon Fall Core Conference for distribution to key customers and employees for 50% off the full retail price.

DONORSCHOOSE.ORG GIFT CARD PROGRAM\$4,995
The STPCon DonorsChoose Gift Card sponsorship includes your logo featured on \$50 DonorsChoose gift cards that will be given to STPCon attendees who visit all the exhibitors in the STPCon Exhibit Hall. Your company will also be featured in marketing and PR initiatives promoting this unique program. This sponsorship allows you to reward our attendees by empowering them to become citizen philanthropists on DonorsChoose.org, a unique site that supports teachers and public schools by providing them access to the resources they need but often lack. Please join STP Collaborative in supporting public education. Today's students might just choose to become tomorrow's software professionals!