selenium_conf

we_build_together

What

SeleniumConf 2023 Sponsorship Prospectus

When

March 28-30 2023 | Chicago

The Official North American Selenium Conference

Chicago.IL Where

Bringing together automated testing experts & practitioners from around the world 🌐

Sponsorship Opportunity

Selenium Conference is returning to an in-person event in Chicago next March, 2023. SeleniumConf is a volunteer-run, not-for-profit event presented by members of the Selenium Community. The goal of the conference is to bring together Selenium and WebDriver developers & enthusiasts from around the world to share ideas, socialize, and work together on advancing the present and future success of the project.

The 2023 flagship conference is expected to attract 400 professionals interested in Selenium, automated testing, QA, and agile software development. The conference will open on Tuesday, March 28, 2023, with optional all-day workshops, followed by two days of presentations by experts and practitioners from around the world. The conference will consist of both keynote presentations and 2 parallel tracks.

Why Sponsor SeleniumConf?

Selenium sets the standard for browser automation and continues to foster a committed, dynamic community of SQ engineers, automated testing experts and web developers. Become a sponsor of SeleniumConf to:

- Align with the Selenium brand and WebDriver ecosystem while showcasing your own
- Recruit from a pool of talent
- Demonstrate your support and commitment to the open source testing community

The SeleniumConf organizers are committed to working closely with you to ensure that your support is working to benefit the Selenium project community.

Marketing & Promotion

SeleniumConf is promoted to a rich mix of national and international individuals through varied channels of communication, both owned, earned and paid platforms including:

- Promotion via SeleniumConf and SeleniumHQ social media channels
- Targeted email campaigns

- PR announcements
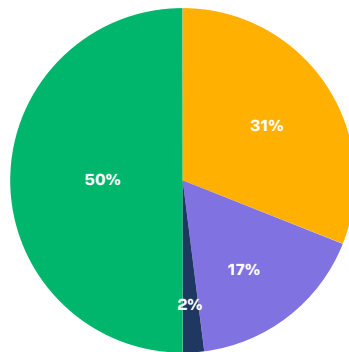- Paid event advertising
- Community outreach

The earlier you commit the sooner we can include your brand in our pre-conference promotional effort.

Attendee Profile

Attendees are QA engineers, SDETs, web and mobile test experts and WebDriver ecosystem users who are interested in learning about new technologies and approaches in the automated testing space.
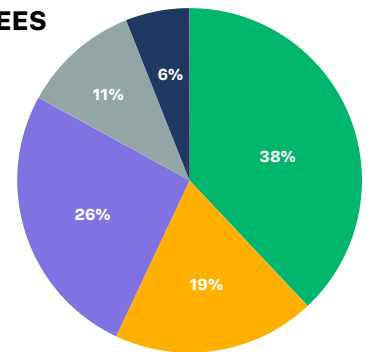
PREVIOUS ATTENDEES BY JOB ROLE

- QA Manager/QA Tester
- Automation Engineer/ Software Dev Engineer in Test (SDET)
- Software Developer/Engineer
- Exec/Founder/Product/Other

31%
50%
17%
2%

PREVIOUS ATTENDEES BY COMPANY SIZE

- 500+
- 201-499
- 51-200
- 11-50
- 1-10

6%
11%
38%
26%
19%

Reach

8,850
followers on Twitter

3,800
US email subscribers

11K
Selenium Slack channel subscribers

11.6K
SeConf Youtube subscribers

729K
total SeConf video views on Youtube

489K
avg. monthly visits to SeleniumHQ website

Marketing Timeline

1. Conference launch
2. Call for papers opens
3. Keynote speakers and workshops announced
4. Early bird tickets on sale
5. Full agenda published and announced
6. Sponsors announced
7. Diversity scholarship program announced
8. Last chance tickets on sale

Sponsorship Packages

Selenium Sponsor $24,000

When people think of Selenium, make them think of you too. As a Selenium sponsor you will receive maximum exposure during the lead-up, on-site and post-conference. Sponsorship benefits will provide you and your brand with the opportunity to connect not only with conference attendees, but with the wider Selenium and WebDriver communities.

Package Includes

AT THE EVENT:

- **Main stage welcome** at the beginning of the conference to a fully engaged audience

- **10' x 20' premium booth space** in the exhibit area

- **Prominent logo placement** on the main stage set

- **Home page logo placement** on the conference website (alphabetical order)

- **Top tier logo placement** on conference signage, swag bag and event "housekeeping" slide rotation

- **5 exhibitor passes**

- **2 barcode scanners** to scan attendee badges

- **4 complimentary conference-only tickets** for your employees or clients to attend (worth $699)

- **Discounted ticket price** for additional company employees to attend ($499)

- Opportunity to participate in a **findElement booth traffic game** (sponsor to provide raffle prize to be given on last day of conference)

- Opportunity to add a **gift or promotional materials** to the swag bag (to be provided by the sponsor)

- **25% discount on additional sponsorships** (e.g., craft beer break). First come, first served.

OUTREACH TO THE WIDER COMMUNITY:

- **Logo featured** in the introductory sequence to all post-event videos

- **2 invitations** to the VIP speaker dinner on the night prior to the conference

- **80 word promotional message** in a post-conference delegate email

- **4 tweets** from the official conference Twitter account

- **200 word company summary** on the sponsor page of the SeleniumConf website with logo linked to your chosen URL

- **Prominent logo placement** on the footer of every marketing email

Exhibitor Sponsorship Packages Compared

We've put together a selection of sponsorship packages to suit different budgets and desired levels of visibility. If any of these options suit your company, or if you have another idea of how you'd like to get involved with SeleniumConf, please get in touch!

We are always very pleased to work with sponsors to come up with creative and interactive ideas to showcase your brand beyond a standard sponsor package and will work hard with you to make your ideas happen.

	Selenium $24,000 (3 available)	Platinum $15,000 (7 available)	Gold $8,500 (2 available)
Main stage welcome	X		
Logo featured prominently on stage set	X		
80-word promotional message in follow-up email to attendees	X		
2 invitations to VIP speaker's dinner	X		
Logo features in all post-event videos	X		
Booth space in exhibit hall (includes table, 2 chairs, electrical, basic WiFi)	10 x 20 ft	10 x 10 ft	6 ft table
Exhibitor passes	5	3	2
Barcode scanners	2	1	1
Company summary on conference website	200 words	150 words	100 words
Logo on stage set, conference website, event signage and slide rotation	Top Tier	Second Tier	Third Tier
Promotion on official conference Twitter account	4 posts	3 posts	2 posts
Logo on footer of every marketing email	X	X	X
Free conference tickets valued at $799 each	4	3	2
Discounted price for additional tickets	X	X	X
Linked logo on conference website	X	X	X
Option to participate in findElement booth traffic game	X	X	X
Option to add gift or promotional materials to swag bag	X	X	X
25% discount on additional sponsorship purchases (e.g., coffee cart)	X	X	X

Contact: sponsorship@seleniumconf.org

Additional Sponsorship Opportunities

PRE-CONFERENCE WORKSHOP DAY TITLE SPONSOR

$12,000

The all-day pre-conference workshops are among the most popular offerings at SeleniumConf. Align your brand with workshops led by best-in-class automated testing experts

- Branded thumb drives containing workshop and Sponsor's promotional material

- Signage in each workshop and at workshop day meals

- Recognition in a pre-event email sent to all attendees to announce your support

- Linked logo on the SeleniumConf website

- Discounted ticket price for your customers and employees to attend conference ($499)

- Promotion from the SeleniumConf Twitter account

- Option to add gift or promotional materials to swag bag

LIVE CAPTIONING SPONSOR

$12,000

Be the exclusive sponsor of this unique and popular event feature - live captioning of all keynote and track presentations

- Logo to appear on both 86″ transcription monitors located at front of stage

- Recognition in a pre-event email sent to all attendees to announce your support

- Linked logo on the SeleniumConf website

- Acknowledgement and thanks at the event

- Discounted ticket price for your customers and employees to attend ($499)

- Promotion from the SeleniumConf Twitter account

- Option to add gift or promotional materials to swag bag

BARISTA COFFEE SPONSOR

$10,000

One of the most popular spots at a conference. Sponsor coffee prepared by local baristas each morning of the 2-day main event

- Opportunity to provide branded items such as cups, stencil, t-shirts and cup sleeves

- Branded signage by each station

- On-stage acknowledgement and thanks each main conference day

- Recognition in a pre-event email sent to all attendees to announce your support

- Linked logo on the SeleniumConf website

- Discounted ticket price for your customers and employees to attend ($499)

- Promotion from the SeleniumConf Twitter account

- Option to add gift or promotional materials to swag bag

Additional Sponsorship Opportunities

VIDEO SPONSOR

$12,000

Want to extend your reach far beyond the conference? Come on board as our video sponsor! All our talks are filmed and shared after the close of SeleniumConf.

- Logo included on the introductory slide of all post-event videos

- Link in the description of each video linking to your chosen URL

- Acknowledgment in a post event email sharing the videos. These videos are shared with our targeted list of individuals including those who did not attend in person.

- Recognition in a pre-event email sent to all attendees to announce your support

- Linked logo on the SeleniumConf website

- Discounted ticket price for your customers and employees to attend ($499)

- Promotion from the SeleniumConf Twitter account

CRAFT BEER BREAK SPONSOR

$10,000

Another staple of SeleniumConf, the afternoon craft beer break immediately preceding the closing Committer panel (soft drinks too!)

- Your brand imprinted on custom pint-size glasses for attendees to take away. Opportunity to provide branded napkins.

- Branded signage by each bar

- On-stage acknowledgement and thanks prior to the afternoon break

- Recognition in a pre-event email sent to all attendees to announce your support

- Linked logo on the SeleniumConf website

- Discounted ticket price for your customers and employees to attend ($499)

- Promotion from the SeleniumConf Twitter account

Additional Sponsorship Opportunities

WIFI SPONSOR
$5,000

"How do I get on the internet?" is typically the first question to be asked so get in front of all SeleniumConf attendees with this sponsorship.

- Branded cards handed to all delegates on arrival detailing log-in instructions and showcasing your logo

- Branded slide with featuring your logo and log-in instructions in rotating slides prior to and in-between sessions

- Recognition in a pre-event email sent to all attendees to announce your support

- Linked logo on the SeleniumConf website

- Discounted ticket price for your customers and employees to attend ($499)

- Promotion from the SeleniumConf Twitter account

CHARGING STATION SPONSOR
$4,000

Provide the charging stations to keep laptop and mobile devices topped off.

- Branded charging stations outside of main auditorium

- Recognition in a pre-event email sent to all attendees to announce your support

- Linked logo on the SeleniumConf website

- Discounted ticket price for your customers and employees to attend ($499)

- Promotion from the SeleniumConf Twitter account

DIVERSITY SCHOLARSHIP PARTNER
$3,000

(per scholar attendee)

We are committed to supporting individuals from underrepresented groups in tech and those facing economic or social hardship to participate in SeConf.

As a Diversity Scholarship Partner, you will be supporting our initiative to bring individuals to the conference who may not otherwise be able to attend, and providing them with access to brilliant content and networking opportunities. The sponsorship offsets the price of a conference ticket for each of our Scholars, travel, visa and accomodation costs.

- Donation of scholarship places for the conference (number of places dependent upon investment)

- Blog post developed by the Selenium project volunteers and hosted on the SeleniumHQ website to showcase your commitment to diversity

- Opportunity to host a breakfast for our scholars

- Linked logo on the SeleniumConf website and SeleniumConf scholarship program description page

- Discounted ticket price for your customers and employees to attend ($499)

- Promotion from the SeleniumConf Twitter account

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What

The Selenium project's flagship conference gathers
practitioners and top technologists from leading
open source and automated testing communities
to further the education and advancement of the
Selenium and WebDriver ecosystem.

SELENIUMCONF.COM

Why

Bring together Selenium
and WebDriver ecosystem
developers & enthusiasts
from around the world

BROWSER AUTOMATION FOR ALL • BROWSER AUTOMATION FOR ALL • BROWSER AUTOMATION FOR ALL •

Selenium Con

Where

Chicago.IL

28th_30th

When

Join us in person
March 2023