



8th TestIstanbul Conference, 2017 Sponsorship Opportunities

Agile Testing
April 25th, 2017 Istanbul
Renaissance Istanbul Polat Bosphorus Hotel

organized by



About TestIstanbul 2017

Turkish Testing Board is glad to invite you to be sponsor of TESTISTANBUL CONFERENCE 2017. International TestIstanbul Conference which will be held 8th time in 2017, is one of the most important international tech events in the South Europe and Middle East region on software testing.

Theme: Agile Testing

Conference Date: Tuesday, April 25th, 2017

Venue: Renaissance Istanbul Polat Bosphorus Hotel

Participant Profile

- » Testers
- » Quality Assurance Specialists
- » Developers
- » Software Engineers
- » Business Analysts
- » Web Designers
- » Project Managers
- » Enterprise Architects
- » Software Architects
- » System Analysts
- » Students
- » Academics

Agile Testing

- » Agile Software Development Methodologies
- » Lean Thinking
- » Test Levels and Types
- » Agile vs Traditional Models
- » Testing in Agile Projects
- » Agile Test Methodologies, Techniques and Tools
- » Collaboration Tools
- » Principles, Best Practices and Realities
- » Agile Test and Defect Management
- » Test-Driven and Behavior-Driven Development
- » Continuous Integration / Delivery / DevOps
- » Testing in the Cloud
- » Continuous Testing

Facts About TestIstanbul Conferences



Since 2010
TestIstanbul Hosted



More Than 4500
Participants



More Than 750
Companies



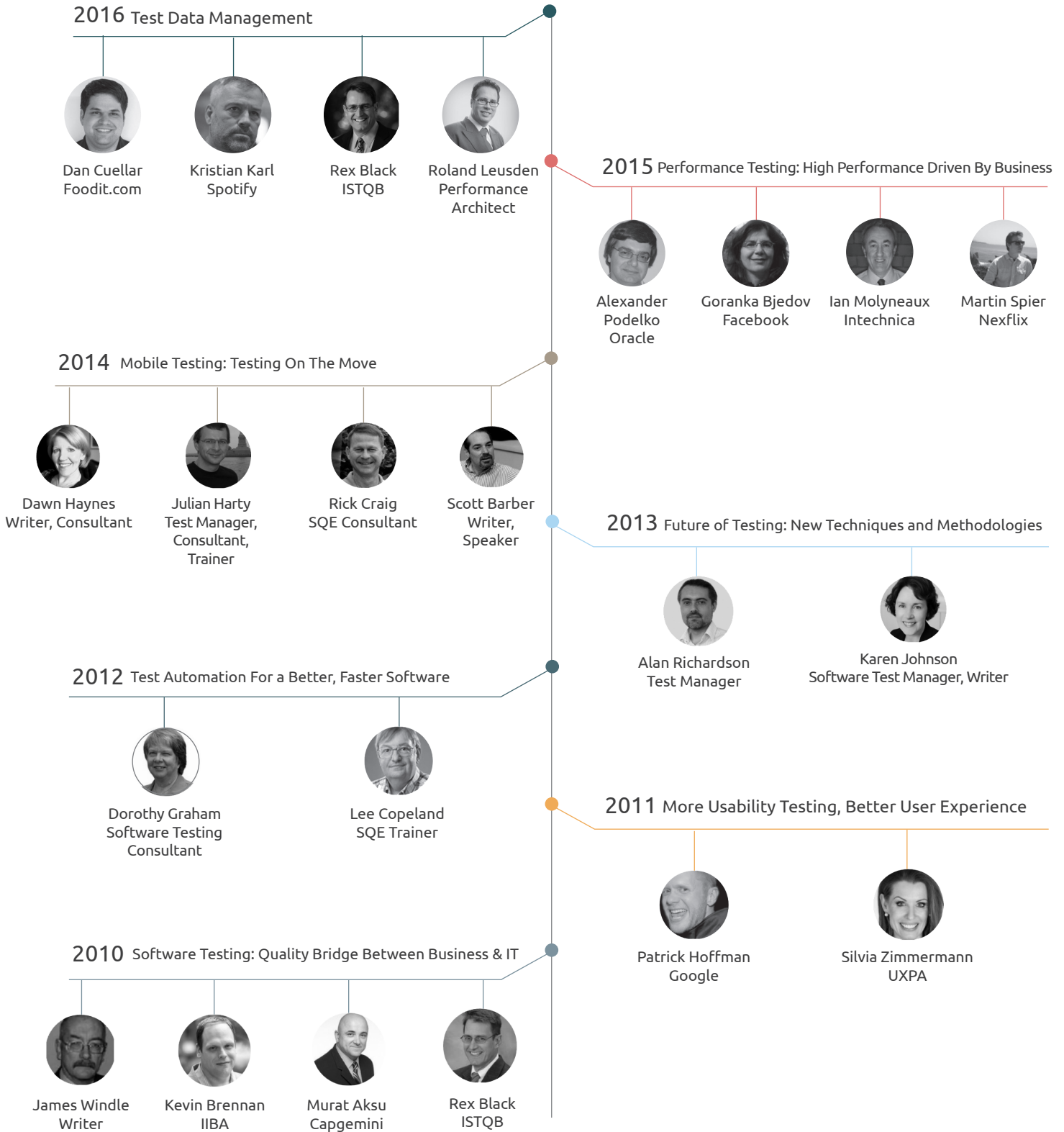
From 25
Countries



With 22
Keynote Speakers

Keynote Speakers

TestIstanbul hosted 22 special keynote speakers since 2010.



Turkey Software Quality Report

Turkish Testing Board (TTB) is pleased to present Turkey Software Quality Report.

This report is designed to help companies to make paradigm shifts in their mindsets. It not only draws a clear picture of the current situation in the Turkish market but also sets the de facto standards and trends for future information technology (IT) projects. As IT projects begin to fail more frequently in our market, this kind of a report will be a reference point for all decision makers.

TSQR's are presented at the Opening Ceremony Speech of TestIstanbul Conferences and will be shared more than 10.000 sector professionals.



2016-2017



2015-2016



2014-2015



2013-2014



2012-2013



2011-2012

Why Sponsorship

- » Largest conference on software testing in South East Europe and the Middle East
- » International keynote speakers
- » International presentations including Turkey Software Quality Report
- » Expo Area
- » Reach more than 10.000 sector professionals by TestIstanbul e-marketing
- » Market your brand through ISTQB member board network to more than 70 countries
- » Have the chance to network with key clients and hundreds of professionals from all over the world
- » Benefit from the unique theme Agile Testing, which brings testers, developers, software engineers, business analysts all together from all over the world
- » Have the opportunity to be recognised as strong supporters of software testing and quality by international and local community
- » Gain insight about the market conditions and dynamics of the region
- » Encourage and increase the awareness of your employees about the importance of software testing
- » Support the positioning of Istanbul as one of the global hubs for software testing
- » Be awarded with benefits of main sponsor, event partner and exhibitor sponsorships
- » Promote and explore new products and services



Sponsorship Packages

| | MAIN SPONSOR | EVENT PARTNER | EXHIBITORS |
|---|------------------|------------------|------------------|
| Free Conference Registration | 45 | 15 | 4 |
| Expo Stand Area at Conference | 6 m ² | 4 m ² | 2 m ² |
| Opening Ceremoy Speech | 45 minutes | ✗ | ✗ |
| Company Logo on Neck Rope | ✓ | ✗ | ✗ |
| Company Logo on Identification Bagdes | ✓ | ✓ | ✗ |
| Company Logo on Lunch Tables | ✓ | ✓ | ✓ |
| Company Logo on Conference Materials | ✓ | ✓ | ✓ |
| Company Logo on Marketing Materials | ✓ | ✓ | ✓ |
| Company Logo on Advertising Material | ✓ | ✓ | ✓ |
| Company Logo on testistanbul.org Web Page | ✓ | ✓ | ✓ |
| Early Bird Fee (December 1, 2016) | 33.000 TL + VAT | 17.000 TL + VAT | 4.500 TL + VAT |
| Regular fee | 38.000 TL + VAT | 22.000 TL + VAT | 6.500 TL + VAT |





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