

# Qt World Summit 2015

Sponsor & Exhibitor Prospectus  
October 6-7, 2015 | Berlin, Germany



[qtworldsummit.com](http://qtworldsummit.com)

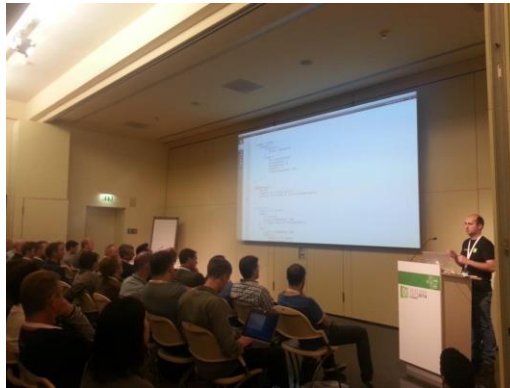
The global event for all things Qt.  
[www.qtworldsummit.com](http://www.qtworldsummit.com)



# Qt World Summit 2015



- October 6-7, 2015
- bcc Berlin Congress Center
- 2 Conference Days
- 3 Technical & Business Tracks
- 700 Attendees



# Focused Content Drives Targeted Growth



The future of application & device creation can be experienced at QtWS 2015.

## Brightest Minds

Executives, Thought Leaders, Business and Product managers interested in creating future-proof products

Engineers and developers looking to enhance, simplify and accelerate development for the leading desktop, embedded and mobile platforms

Qt Partners – all in ongoing conversation with attendees

## Innovative Ideas

1,000 stories to tell

Focused on how companies can develop with Qt to create their own platforms, control their user experience and their business models

Qt's approach to the Internet of Things

## Premier Global Qt Event

More personalized, relevant and contextual content

Relevant and memorable experiences

Engage with many different elements of the Qt community

# Conference Setup



	Day 1	Day 2
Keynotes	x	-
Technical Sessions	x	x
Exhibition	x	x

For complete agenda overview, please visit [qtworldsummit.com](http://qtworldsummit.com)

# 2014 Event Demographics

\*Qt Developer Days Europe & North America

# 2014 Event Demographics\*



1,000 attendees



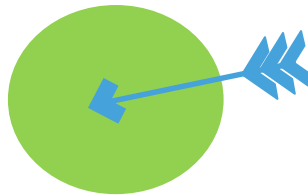
from 31 countries



88 speakers



27,000 social followers



14 tracks  
chosen from over 150 quality  
submissions



About Qt

Latest version of Qt had over 1M  
downloads

Qt is ranked #1 of all cross-platform tools  
(Source: research2guidance CPT  
Benchmarking Report 2014)

# Attendees from Top Global Companies



Adobe	Fresenius Vial	PayPal
ADP	Funkwerk Security Communications	PSI AG
Airbus Defence and Space	GE	Robert Bosch
Alcatel-Lucent	GEDIS GmbH	Roche
American Airlines	Google	Rohde & Schwarz
Atlas Elektronik	Hella Aglaia Mobile Vision	RSA Security
b1 Engineering Solutions	IBM	Saab AB
Barco	Intel	Saint-Gobain
Bed Bath & Beyond	JP Morgan	Schleuniger AG
Boeing	Kongsberg	Siemens
Bundesministerium des Inneren	Leica Geosystems	Stryker
Carl Zeiss Meditec	LG Electronics	Symantec
Cisco	Magneti Marelli	Synopsys
Continental Automotive	McAfee	Tata Consultancy Company
Costco Travel	Mentor Graphics	Verizon
Daimler	Morgan Stanley	Voestalpine
Dräger Medical Deutschland	Mozilla	Walt Disney
ENI Spa	Native Instruments	WhatsApp Inc.
Fraunhofer	OMICRON Electronics	Würth
Freescale	Oracle	

Companies represented at Qt Developer Days Europe & North America 2014



# Qt World Summit 2015

## Sponsor & Exhibitor Overview

# Reasons Companies Sponsor Qt World Summit



## Meet & Influence Key Technology Players

- The core audience at the Qt World Summit consists of individuals with whom you will most want to connect – people who develop & launch the next wave of technology driven products & services: developers, designers, technology influencers, decision makers & business leaders.
- Grow opportunities to increase attendees' awareness of your company, its products & services, technology leadership, and unique offerings.

We offer distinctive sponsorship levels with a variety of benefits & involvement in Qt World Summit 2015 activities so you can customize your event participation to be consistent with your own marketing programs & budgets.

# Sponsorship Level Benefits Overview



Benefit description	Diamond – €50,000 <b>SOLD</b>	Platinum €25,000	Gold €15,000	Silver €10,000	Supporter €1000	Signature
<b>Sales Enablement / Networking</b>						
Free passes	6	4	3	2	1	
50% off up to additional passes	15	8	4	2		
Exclusive use of 1 private meeting room	x	x				
<b>Marketing &amp; Branding</b>						
Branding on the event website	x	x	x	x	x	
Newsletter & social media	x	x	x	x	x	
Ad in conference guide	1/1 page	1/2 page	1/4 page			
Logo on various displays around the building & print	x	X	x	x	x	
Opportunity to add collaterals to swagbag	x	X	x	x	x	x
<b>Exhibition</b>						
Exhibition space	12 sqm.	9 sqm.	6 sqm	3 sqm	1 desk	
Free sponsor network access at booth	x	X	x	x		
<b>Content</b>						
Plenary session	1 Keynote					
One (1) Twenty minute “Be Heard” Theater Session*	2	1	1			
<b>Specific Sponsored Experiences</b>						
À la carte branding opportunity	x	x	x	x	x	x

# Diamond Sponsorship Benefits (1 opportunity available) - **SOLD**



Benefit description:	Investment: €50,000
Sales Enablement / Networking	<ul style="list-style-type: none"><li>• 6 free passes</li><li>• 50% off up to 15 additional passes</li><li>• Exclusive use of 1 private meeting room for 2 days</li></ul>
Marketing & Branding	<p>Online promotion:</p> <ul style="list-style-type: none"><li>• Event Website: Logo in prime position; company profile (100 words), logo and hyperlink under “Sponsors”</li><li>• Sponsor mention in newsletters &amp; social media</li></ul> <p>Signage and Logo Exposure:</p> <ul style="list-style-type: none"><li>• Logo on large window banners facing Alexanderplatz</li><li>• Logo on flags outside the building</li><li>• Logo on other signage around the building</li><li>• Logo on slideshows prior to keynotes</li></ul> <p>Printing:</p> <ul style="list-style-type: none"><li>• 1 page ad in conference guide</li><li>• Company logo &amp; profile in “sponsor” section</li></ul> <p>Other:</p> <ul style="list-style-type: none"><li>• Opportunity to add collaterals to a SwagBag</li></ul>
Exhibition	<ul style="list-style-type: none"><li>• Priority booth positioning (approx. 12 sqm.)</li><li>• Free sponsor network access at the booth</li></ul>
Content	<p>Keynote presentation Optional Two (2) Twenty minute “Be Heard” Theater Session*</p>

# Platinum Sponsorship Benefits



Benefit description:	Investment: €25,000
Sales Enablement / Networking	<ul style="list-style-type: none"><li>• 4 free passes</li><li>• 50% off up to 8 additional passes</li></ul>
Marketing & Branding	<p>Online promotion:</p> <ul style="list-style-type: none"><li>• Event Website: Logo in prime position; company profile (100 words), logo and hyperlink under “Sponsors”</li><li>• Sponsor mention in newsletters &amp; social media</li></ul> <p>Signage and Logo Exposure:</p> <ul style="list-style-type: none"><li>• Logo on large window banners facing Alexanderplatz</li><li>• Logo on flags outside the building</li><li>• Logo on other signage around the building</li><li>• Logo on slideshows prior to keynotes</li></ul> <p>Printing:</p> <ul style="list-style-type: none"><li>• 1/2 page ad in conference guide</li><li>• Company logo &amp; profile in “sponsor” section</li></ul> <p>Other:</p> <ul style="list-style-type: none"><li>• Opportunity to add collaterals to a SwagBag</li></ul>
Exhibition	<ul style="list-style-type: none"><li>• Priority booth positioning network lounge booth (approx. 9 sqm.)</li><li>• Free sponsor network access at the booth</li></ul>
Content	One (1) Twenty minute “Be Heard” Theater Session*

# Gold Sponsorship Benefits

Benefit description:	Investment: €15,000
Sales Enablement / Networking	<ul style="list-style-type: none"><li>• 3 free passes</li><li>• 50% off up to 4 additional passes</li></ul>
Marketing & Branding	<p>Online promotion:</p> <ul style="list-style-type: none"><li>• Event Website: company profile (100 words), logo and hyperlink under “Sponsors”</li><li>• Sponsor mention in newsletters &amp; social media</li></ul> <p>Signage and Logo Exposure:</p> <ul style="list-style-type: none"><li>• Logo on large window banners facing Alexanderplatz</li><li>• Logo on flags outside the building</li><li>• Logo on other signage around the building</li><li>• Logo on slideshows prior to keynotes</li></ul> <p>Printing:</p> <ul style="list-style-type: none"><li>• 1/4 page ad in conference guide</li><li>• Company logo &amp; profile in “sponsor” section</li></ul> <p>Printing:</p> <ul style="list-style-type: none"><li>• Company logo &amp; profile in “sponsor” section</li></ul> <p>Other:</p> <ul style="list-style-type: none"><li>• Opportunity to add collaterals to a SwagBag</li></ul>
Exhibition	<ul style="list-style-type: none"><li>• Network lounge booth (approx. 6 sqm.)</li><li>• Free sponsor network access at the booth</li></ul>
Content	One (1) Twenty minute “Be Heard” Theater Session*

# Silver Sponsorship Benefits

Benefit description:	Investment: €10,000
Sales Enablement / Networking	<ul style="list-style-type: none"><li>• 2 free passes</li><li>• 50% off up to 2 additional passes</li></ul>
Marketing & Branding	<p>Online promotion:</p> <ul style="list-style-type: none"><li>• Event Website: company profile (100 words), logo and hyperlink under “Sponsors”</li><li>• Sponsor mention in newsletters &amp; social media</li></ul> <p>Signage and Logo Exposure:</p> <ul style="list-style-type: none"><li>• Logo on large window banners facing Alexanderplatz</li><li>• Logo on flags outside the building</li><li>• Logo on other signage around the building</li><li>• Logo on slideshows prior to keynotes</li></ul> <p>Printing:</p> <ul style="list-style-type: none"><li>• Company logo &amp; profile in “sponsor” section</li></ul>
Exhibition	<ul style="list-style-type: none"><li>• Network lounge booth (approx. 3 sqm.)</li></ul>
Content	<ul style="list-style-type: none"><li>• Additional à la carte branding opportunity can be added</li></ul>

# Community Supporter Sponsorship Benefits

Benefit description:	Investment: €1,000
Sales Enablement / Networking	<ul style="list-style-type: none"><li>• 1 free pass</li></ul>
Marketing & Branding	Online promotion: <ul style="list-style-type: none"><li>• Event Website: company profile (100 words), logo and hyperlink under “Sponsors”</li><li>• Sponsor mention in newsletters &amp; social media</li></ul> Signage and Logo Exposure: <ul style="list-style-type: none"><li>• Logo on other signage around the building</li></ul> Printing: <ul style="list-style-type: none"><li>• Company logo &amp; profile in “sponsor” section</li></ul>
Exhibition	<ul style="list-style-type: none"><li>• 1 table</li><li>• Maximum one roll-up</li></ul>
Content	<ul style="list-style-type: none"><li>• Additional à la carte branding opportunity</li></ul>



## \* “Be Heard” Theater Session



Situated in a high traffic area.

Manned and fully equipped with AV and seating for up to 15 people.

We offer our Platinum & Gold sponsors a guaranteed 20 minute time slot (two slots for Gold sponsors) at a negotiated time during the conference.

20 minute slots may be purchased and the schedule will be published to attendees.

Some slots may be made available for Media partners at our discretion.

# Signature Sponsorship

## À la carte branding opportunities

Delegate T-shirt (Conference logo & website, your logo) – €3,000

Delegate Lanyard (Conference logo & website, your logo) – €3,000



Delegate Water Bottle (Conference logo & website, your logo) – €3,500



Delegate Tote Bag (Conference logo & website, your logo) – €3,000 **SOLD**



1/2 page ad in conference guide – €750

Contact us to discuss other sponsorship opportunities.

We look forward to hearing from you!

Reserve a sponsorship opportunity:

[anca.cioaca@theqtcompany.com](mailto:anca.cioaca@theqtcompany.com)