



SauceCon 2017 – Sponsorship Prospectus

San Francisco, June 6-8 2017

SauceCon 2017, the first Sauce Labs user conference, is a 2-day conference dedicated to automated testing, from June 6-8 at the JW Marriott in San Francisco.

As agile development practices have gained popularity, the need for automated testing experience has become mission critical for teams of all sizes. 200+ attendees will learn about new ideas around topics surrounding test automation, CI/CD and DevOps.

They'll learn more about best practices in using Selenium and Appium, hear first-hand experience from developers who have implemented automated testing processes, and network with industry visionaries who are leading the charge to deliver "no fail" web and mobile applications faster than ever.

SauceCon Attendee Profile

SauceCon will appeal to front end developers, QA, and DevOps experts from around the world, from companies of all sizes. Attendees will have experience in automated testing with Selenium and Appium, and are interested in furthering their knowledge of these open source tools. They will also be interested in the future of testing within the DevOps tool chain, and implementing automation in CI/CD workflows.

From the leanest startups to the Fortune 500, SauceCon will have a range of practitioners, managers and directors who are committed to the future of automated testing.

Sponsorship Levels for SauceCon 2017

Exhibitor Package: \$5,000

- 6-foot table exhibition space (includes power drop, WiFi internet, wastebasket, and custom tablecloth with sponsor logo)
- Branding on program, signage, website, in between speakers and in all email communication
- Participation in Conference Passport Game (sponsor will provide prize)
- Swag bag stuffer (200 total)
- Social media shout-outs
- 2 Conference passes
- 3 discounted passes to share with customers
- Save an additional 10% when purchased with another sponsorship package



Reception Sponsor: \$10,000 (1 only)

- Sole sponsor for opening night cocktail and hors d'oeuvre party
- Branding on program, signage, website, on-screen between speakers and in all email communication
- Branded artisanal signature portul and branded napkins
- 2-minute (one slice) on-stage lightning presentation
- Logo on signage at reception venue
- Swag bag stuffer (200 total)
- Social media shout-outs
- 4 conference passes

Lunch Sponsor: \$4,000 (2 total)

- Title sponsor for lunch on either Wednesday, 6/7 or Thursday, 6/8
- Branding on program, signage, website, in between speakers and in all email communication
- Signage at lunch venue
- Sponsor can provide branded napkins, other items for tables
- Special shout out from conference host in between keynotes
- Swag bag stuffer (200 total)
- Social Media shout-outs
- 2 conference passes

Coffee Sponsor: \$5,000 (1 only)

- Sponsor artisanal coffee kiosk (Bicycle Coffee or similar) and service on the mornings of Wednesday, 6/7 and Thursday, 6/8
- Branding on program, website and on-stage recognition
- Branded signage at coffee kiosk
- Sponsor can provide branded napkins, coffee cup sleeves or other relevant items
- Swag bag stuffer (200 total)
- Social Media shout-outs
- 2 conference passes

Craft Beer Sponsor: \$5,000 (1 only)

- Sponsor afternoon craft beer tasting
- Co-branded 16-oz pint glass
- Branding on program, website and on-stage recognition
- Signage at bar
- Sponsor can provide branded napkins, coasters or other relevant items
- Swag bag stuffer (200 total)
- Social Media shout-outs
- 2 conference passes



Swag Bag Sponsor: \$2,500 (1 only)

- Exclusive placement of logo on one side of Conference Bag (SauceCon logo on reverse)
- Branding on program, website and on-stage recognition
- Swag bag stuffer (200 total)
- Social Media shout-outs
- 1 conference pass

WiFi Sponsor: \$2,500 (1 only)

- WiFi network sign-on card branded with company logo (splash page TBD)
- Branding on program signage, website, in between speakers and in all email communication
- Special shout out from conference host in between keynotes
- Swag bag stuffer (200 total)
- Social media shout-outs
- 1 conference pass

Have another idea? Hit us up!

For more information, contact:

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