SAUCECON 2020
SPONSORSHIP PROSPECTUS
AUSTIN TX, APRIL 27-29, 2020
SauceCon 2020, our fourth annual Sauce Labs user conference, is a three-day conference dedicated to the importance of continuous testing in accelerating digital excellence through Agile and DevOps adoption, to be held from April 27-29 at the Fairmont Austin in Austin, Texas.

Software and mobile application quality has become a dominant discussion in today’s digital economy. Everyone understands the value of accelerating innovation while at the same time increasing quality, and the role that automated testing plays in reducing errors, improving time to market, and increasing developer productivity - but it's not an easy path. At SauceCon 2020, 500+ attendees will gather to learn from each other about real-world continuous testing experiences, cutting edge developments and best practices when it comes to continuous testing, automated testing in CI/CD pipelines, DevOps and more.

Attendees will learn about best practices in how to validate functionality, visual consistency, and performance across web and native mobile applications using Selenium, Appium and other open source test automation tools, hear first-hand experience from developers and quality engineers who have implemented continuous testing processes, and network with industry visionaries who are leading the charge to deliver flawless applications, faster.

SauceCon attendance has continued to increase every year, and is now considered by many as the leading automated testing conference around. Don’t miss this opportunity to showcase your product or service to hundreds of qualified prospects.
“SauceCon has become the best test automation conference out there.”
SAUCECON ATTENDEE PROFILE

SauceCon appeals to front end developers, SDETs, QA, and DevOps experts from around the world, and from companies of all sizes. Attendees have experience in automated testing with Selenium and Appium, and are interested in furthering their knowledge of these and other automation tools. They’re hungry to learn more about the future of continuous testing within the DevOps tool chain, and implementing automated testing in CI/CD workflows, both desktop and mobile. From the leanest startups to the Fortune 500, SauceCon attendees span the range of practitioners, managers and directors who are eager to learn how to automate testing and ship better software, faster.

SAUCECON 19 ATTENDEES BY TITLE

- CEO/VP/Director: 9%
- SDET, Automation/QA Engineer: 54%
- QA/Test Managers: 17%
- Software Developer/Engineer: 16%
- Product Management: 4%

SAUCECON 19 ATTENDEES BY COMPANY SIZE

- 5,000+: 38%
- 1,000 to 5,000: 28%
- 101 to 1,000: 21%
- Less than 100: 13%

Learn more at saucelabs.com
WHAT ATTENDEES HAVE TO SAY ABOUT SAUCECON

“The best thing about SauceCon is seeing practitioners who are very spirited about what they do, how they’re using Sauce Labs, Selenium and Appium, and who want to go back and do better things for their company.”

“I liked the wide variety of sessions that attendees could go to - whether someone is a beginner or is a professional SauceCon met the needs of those people. I was able to almost immediately bring items that I had learned or learned more about into practice.”

“Killer keynotes, amazing attendees, and learning something new from the testing community. Location, Location, Location!”

“The event was great. It was great to meet so many people, network, and share ideas. The speaking content was very relevant to my role and I enjoyed getting new ideas and perspectives.”

“All I want to say is that it was such an awesome experience and I learnt so much at the same time I would say that it was an enjoyable experience. Wish it were longer :)

“I found myself at the cutting edge of the modern automation universe. World-known speakers, best practices, different perspectives from the low-level code to high-level approaches. Just unforgettable feelings! Thank you a lot for the opportunity to be a part of this brilliant event!”

“This year’s SauceCon felt like what a true software testing conference should be.”
SPONSORSHIP LEVELS FOR SAUCECON 2020

PLATINUM LEVEL - $30,000 (1 AVAILABLE)

- 10’ x 20’ exhibition space (includes 6 ft. table, 2 chairs, power drop, Wifi Internet, and wastebasket)

- Exclusive sponsorship of the opening night reception and hors d’oeuvre party, including branding on signage, cocktail napkins, and a branded specialty cocktail

- Branding on program, signage, website, and in-between speaking sessions

- Participation in Conference Trivia Game (sponsor to provide prize)

- Ability to capture attendee info via lead scanning devices (lead scanning device/license available to rent)

- Up to 2 swag bag stuffers (600 total)

- Social media shout-outs

- Dedicated email blast prior to conference to all opt-in attendees

- Logo and link in Know Before You Go email to all registrants

- 4 full conference passes, plus discount code if sponsor wishes to purchase additional passes

- 4 booth staff passes

- Discounted conference pass code to share with customers

- Opportunity to include branded special offer on conference mobile app

- Mobile app push notifications during conference
GOLD LEVEL - $16,000 (4 AVAILABLE)

- 10’ x 10’ exhibition space (includes 6 ft. table, 2 chairs, power drop, Wifi Internet, and wastebasket)
- Choice of branding on one of the following experiences:
  - Lunch break - Signage at all lunch breaks (including workshop day), sponsor can provide branded napkins or other relevant items for placement on tables
  - Breakfast - Signage at all breakfast breaks (including workshop day), sponsor can provide branded napkins or other relevant items for placement on tables
  - Coffee break - Signage at artisanal coffee kiosk on both conference days, sponsor can provide branded napkins, coffee cup sleeves or other relevant items
  - Craft Beer break - Signage at bar and co-branded 16-oz. pint glass, sponsor can provide branded napkins, coasters or other relevant items
- Branding on program, signage, website, and in-between speaking sessions
- Participation in Conference Trivia Game (sponsor to provide prize)
- Ability to capture attendee info via lead scanning devices (lead scanning device/license available to rent)
- Up to 2 swag bag stuffers (600 total)
- Social media shout-outs
- Logo and link in Know Before You Go email to all registrants
- 2 conference passes, plus discount code if sponsor wishes to purchase additional passes
- 2 booth staff passes
- Discounted conference pass code to share with customers
- Opportunity to include branded special offer on conference mobile app
- Mobile app push notifications during conference
SILVER LEVEL - $10,000 (2 AVAILABLE)

- 10’ x 10’ exhibition space (includes 6 ft. table, 2 chairs, power drop, Wifi Internet, and wastebasket)
- Branding on program, signage, website, and in-between speaking sessions
- Participation in Conference Trivia Game (sponsor to provide prize)
- Ability to capture attendee info via lead scanning devices (lead scanning device/license available to rent)
- Swag Bag stuffer (600 total)
- Social media shout-outs
- Logo and link in Know Before You Go email to all registrants
- 2 conference passes, plus discount code if sponsor wishes to purchase additional passes
- 2 booth staff passes
- Discounted conference pass code to share with customers
- Opportunity to include branded special offer on conference mobile app
- Choice of branding on one of the following items:
  › Wifi - Network sign-on card branded with company logo + splash page
  › SWAG Bag - Exclusive placement of logo on one side of conference bag

BRONZE LEVEL - $7,500 (8 AVAILABLE)

- 10’ x 10’ exhibition space includes 6 ft. table, 2 chairs, power drop, Wifi Internet, and wastebasket
- Branding on program, signage, website, and in-between speaking sessions
- Participation in Conference Trivia Game (sponsor to provide prize)
- Ability to capture attendee info via lead scanning devices (lead scanning device/license available to rent)
- Swag Bag stuffer (600 total)
- Social media shout-outs
- 2 booth staff passes
- Discount code to purchase full conference passes
- Discounted conference pass code to share with customers
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<th>Package Elements/Description</th>
<th>Platinum</th>
<th>Gold</th>
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**Have another idea? Hit us up! For more information, contact:**

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ABOUT SAUCE LABS

Sauce Labs ensures the world’s leading apps and websites work flawlessly on every browser, OS and device. Its award-winning Continuous Testing Cloud provides development and quality teams with instant access to the test coverage, scalability, and analytics they need to rapidly deliver a flawless digital experience. Sauce Labs is a privately held company funded by Toba Capital, Salesforce Ventures, Centerview Capital Technology, IVP, Adams Street Partners and Riverwood Capital. For more information, please visit saucelabs.com.