

Annual Sponsorship Proposal

SUMMIT | HSTC | PSTC

**Aug 30 & 31, 2018
at Bangalore**

**Oct 05, 2018
at Hyderabad**

**Sep 28, 2018
at Pune**

STeP-IN Forum

ADDRESS

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Cunningham Road, Bengaluru,
Karnataka 560052

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WEBSITE

www.stepinforum.org



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About Us

STeP-IN is India's first and most comprehensive forum exclusively focused on Software Testing. STeP-IN Forum has played a pioneering role in shaping the evolution of Software Testing in India. The numbers reveal the true story!

STeP-IN Forum has benefited more than 50,000 test professionals, managers, architects, Vice Presidents and CXOs through a variety of conferences, tutorials, evening talks and webinars. Over the years, STeP-IN has produced over a dozen software testing conferences and 9 themed events across different locations in India. The Annual STeP-IN SUMMIT has grown to be one of the largest Testing Conferences in the Asia-Pacific Region.

STeP-IN, the Forum for Software Testing Practitioners came into being in October 2003 at Bangalore. STeP-IN, registered under Section 25 of the Companies Act, operates on a Non-Profit basis.

Within a span of a decade of its formation, STeP-IN has opened chapters at Bengaluru, Hyderabad, Chennai, Pune, Noida, Gurgaon and Trivandrum. The thought leadership for Forum is provided by the Steering and Chapter Executive Committees, which comprises of stalwarts from the industry.



STeP-IN SUMMIT 2018 - Bangalore

15th International Conference on Software Testing



Connecting Machine Learning, AI, IoT, Blockchain and Big Data together

Technology is so disruptive. We are experiencing it all around us.

If you look in detail, we are moving towards an interconnected world. Machine Learning, AI make system self-adaptive. It is studying algorithms to learn and make predictions on the data. Data is the big source for AI. All collected information is given to an algorithm to learn and make predictions, control devices around you with various sensors and having looping back the data into the system to make it more real and accurate. Blockchain technology can be used in tracking billions of connected devices, enable the processing of transactions and coordination between devices.

Some of the examples where we are experiencing this today is - Home Automation, Connected/Driverless Cars, Healthcare, Logistics, Entertainment etc.

SPONSORSHIP OPPORTUNITIES

EVENT SPONSOR

Pre Event Engagement

- Logo on all promotional and event material
- Cross Link from conference website
- Invitational mailers before conference
- Opportunity to insert brochures, product leaflets, demo CDs in conference kits
- Opportunity to conduct on spot social media contest. Winners to be awarded at the conference
- 1 Webinar (pre or post event)
- 1 minute sponsor video on the Conference website
- Sponsor logo prominently listed on website
- Branding & Marketing via Social Media

Onsite Engagement & Branding

- 2 minute product demo on the screen at the conference venue during breaks
- Corporate slides on the screen at the Conference venue during breaks
- Logo display and branding on conference backdrop
- Logo on Sponsor Signage
- Logo on Podium Banner
- 01 speaker opportunity (subject to acceptance by the Technical Committee)
- Complimentary Stall / Exhibition (special privilege of 3mtr X 2 mtr) booth
- Space for 2 promotional banners at the conference venue
- Opportunity to distribute give-aways, at your stall, to the attendees
- Special discount on registration to clients and employees (group of 4 or more nominations)
- 8 Complimentary Sponsor passes
- 40-minute speaking slot for tool demo

Post Event Engagement

- Sharing a copy of the delegate list with contact details (email, designation, company)
- Speaking opportunity(60 min) at 1 STeP-IN Forum evening talk post conference
- A special Thank You EDM post conference

INR 12,00,000/-

PLATINUM SPONSOR

Pre Event Engagement

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- 6 Complimentary Sponsor passes
- 30-minute speaking slot for tool demo

Post Event Engagement

- 1 EDM Blast post conference

INR 7,50,000/-

SPONSORSHIP OPPORTUNITIES

GOLD SPONSOR

Pre Event Engagement

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- 4 Complimentary Sponsor passes
- Corporate Vendor Presentation (10 minutes)
- 10-minute speaking slot for tool demo

INR 4,50,000/-

SILVER SPONSOR

Pre Event Engagement

- Logo on all promotional and event material
- Cross Link from conference website
- Sponsor logo prominently listed on website
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- 2 Complimentary Sponsor passes

INR 3,50,000/-

Quick Links

- [About STeP-IN Forum](#)
- [STeP-IN Core Committee](#)
- [Bangalore Executive Committee](#)

For more Information

- www.stepinforum.org

To Sponsor Contact

Anil Nahata @ +91 98230 64054

Write to

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SPONSORSHIP OPPORTUNITIES

EXHIBITOR SPONSOR

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INR 1,75,000/-

GALA DINNER SPONSOR

Pre Event Engagement

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- Branding & Marketing via Social Media

Onsite Engagement & Branding

- Logo display on conference backdrop
- Logo on Sponsor Signage
- 20 minute presentation slot at Gala Dinner
- Logo on Dinner Invitations
- Opportunity to give out gifts and run a contest at Dinner
- Space for 2 Stand-ups at Gala Dinner venue
- 4 Complimentary Sponsor passes

INR 4,50,000/-

OTHER SPONSORSHIP OPPORTUNITIES

T SHIRT SPONSOR

INR 3,00,000/-

LANYARD SPONSOR

INR 75,000/-

KIT INSERTS

INR 50,000/-

CONFERENCE BAG SPONSOR

INR 1,75,000/-

HSTC 2018

7th International Conference on Software Testing - Hyderabad

&

PSTC 2018

4th International Conference on Software Testing - Pune



Connecting Machine Learning AI, IoT, Blockchain and Big Data together

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Post Event Engagement

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INR 5,00,000/-

SPONSORSHIP OPPORTUNITIES

GOLD SPONSOR

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INR 3,00,000/-

SILVER SPONSOR

Pre Event Engagement

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- Branding & Marketing via Social Media
- Opportunity to insert brochures, product leaflets, demo CDs in conference kits

Onsite Engagement & Branding

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- Logo on Sponsor Signage
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- Space for 1 promotional banners at the conference venue
- Opportunity to distribute give-aways at your stall, to the attendees
- Special discount on registration to clients and employees (group of 4 or more nominations)
- 2 Complimentary Sponsor passes

INR 2,00,000/-

Quick Links

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- [Hyderabad Executive Committee](#)
- [Pune Executive Committee](#)

For more Information

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To Sponsor Contact

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INR 1,25,000/-

GALA DINNER SPONSOR

Pre Event Engagement

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- Sponsor logo prominently listed on website
- Branding & Marketing via Social Media

Onsite Engagement & Branding

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INR 3,00,000/-

OTHER SPONSORSHIP OPPORTUNITIES

T SHIRT SPONSOR

INR 2,00,000/-

LANYARD SPONSOR

INR 50,000/-

KIT INSERTS

INR 50,000/-

CONFERENCE BAG SPONSOR

INR 1,00,000/-

Why Sponsor Us

6 Reasons to become our Partner as Sponsors

1

Networking

Networking opportunities in a variety of formats will greatly enhance your long term relationships and sales opportunities

2

Branding & Marketing

Create an increased awareness and positioning of your brand within the industry, both nationally & internationally

3

Visibility & Exposure

Gain Extensive Product Exposure through our Event Promotion to 80000+ of our members

4

Exhibit & Showcase

Our partners will get an unique opportunity to showcase, demo & get feedback about their products, technologies, solutions & services to the influential delegates

5

Address the Audience

Based on the level of participation, sponsors have the opportunity to address specific audience with an exclusive dedicated session or panel around their company theme

6

Knowledge Sharing

Various companies from all over India & Abroad will be exhibiting, attending & visiting the Summit during the two days. You can interact, learn and increase your knowledge and awareness of similar products and services



Sponsorship Package for Summit + HSTC + PSTC



EVENT SPONSOR

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INR 21,00,000/-



PLATINUM SPONSOR

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INR 14,00,000/-



GOLD SPONSOR

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INR 8,50,000/-



SILVER SPONSOR

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INR 6,00,000/-

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- [STeP-IN Core Committee](#)

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Sponsorship Package for Summit + HSTC + PSTC



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INR 3,50,000/-



GALA DINNER SPONSOR

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INR 8,50,000/-

T SHIRT SPONSOR

INR 5,50,000/-

LANYARD SPONSOR

INR 1,40,000/-

KIT INSERTS

INR 1,25,000/-

CONFERENCE BAG SPONSOR

INR 3,00,000/-

STeP-IN Forum Stats

Asia Pacific's Largest Software Testing Forum

Connect . Comprehend . Contribute . Circulate



7 Chapters

Bangalore, Pune, Hyderabad, Chennai,
Noida, Gurgaon & Trivandrum



25+ Conferences

Across India



1000+ Submissions

Whitepapers & Publications



50+ Webinars























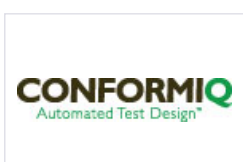

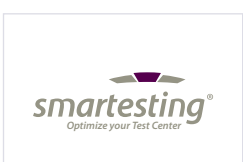

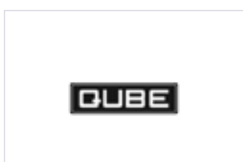





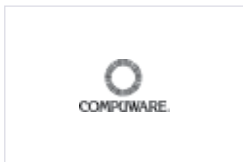















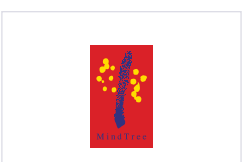

Webinars & Evening Talks



1000+ Trainings

Software Testing Trainings

Our Past Sponsors

Testimonials

STeP-IN Forum is a fabulous platform for the global software testing fraternity instrumental in furthering the evolution of the Software Testing practices and grooming the test professionals. The 14th International STeP-IN Summit 2017 was organized with greatest professionalism and was extremely well received by the global testing community. We've been exhibiting in this event for the last two years and this year we noticed a significant growth in the scale and reach of the event. We also got to connect with some very exciting opportunities to pursue with this event. Thank You Team STeP-IN for allowing us to be part of this wonderful event!

Harshvardhan, Mobile Labs Inc.

I have to congratulate the team on putting together a great event. It was great to see a large group of software testers coming together to learn, share and collaborate.

Shilpi Kapoor, BarrierBreak

It was a great experience to be a part of the Step IN conference 2017 held in Bangalore, Park Plaza on 31st Aug'2017 and 1st Sept'2017. We got a good crowd of testing experts visiting the conference. We had a good interaction with them and some of them have shown interest as well to look into our product. Overall we found this conference effective.

Anirban Sarkar, Principal Consultant, Meteoric Innovation Pvt. Ltd. India

Let me also take this opportunity to congratulate you and your team for putting up a successful event. Your team was very detailed with planning, thoughtful, and warm. We are delighted to have been a part of this event

Priya S, Qube Cinema Technologies Private Limited

Thank you STeP-IN for a great conference. It was well organized and as a sponsor, we could meet with various prospects at our booth. The talks were interesting and the audience receptive. Overall we had a good experience. Looking forward to more of your events

Narayan Raman, Tyto Software

An outstanding conference, very well planned and executed. The number of enquiries we had for our product at the booth far exceeded our expectations. As an exhibitor, I would happily sign up again

Vipul, Big Binary

The STeP-IN Summit 2017 was a fantastic experience from an exhibitor sponsor perspective. I was pleasantly surprised with the number of visitors we had at the booth, excellent turnout. Great attendance, lots of energy and knowledgeable crowd. Thank you for a great conference!

Vinay Krishna, Pingala Software

Agreement Form

PLEASE FILL THIS FORM

SPONSOR NAME

PHONE

MOBILE

COMPANY NAME

COMPANY EMAIL

SPONSORSHIP PACKAGE

NAME

DATE

SIGNATURE

Thank you for your business

Thank You

If your organization is looking forward to gather those all-important leads, increase brand awareness and customer outreach, launch a new product or service & most importantly ENGAGE with a wider audience, then STeP-IN Forum is the place to be!

Take advantage of number of opportunities to gain maximum exposure at STeP-IN CONFERENCES – the largest software testing conferences in APAC. Time is ticking away - Limited slots available - Make sure you don't miss the buzz.

For sponsorship and other partnership opportunities contact
Anil Nahata at anil.nahata@stepinforum.org or on +91 98230 64054

Reach us -
108, First Floor, Commerce House, Cunnigham Road,
Bengaluru, Karnataka (INDIA) - 560052

STeP-IN Forum

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