

Invitation for Partners



DUTCH TESTING CONFERENCE 13 April 2011 - Spant!, Bussum



Partner Dutch Testing Conference 2011

We would like to invite you to become a partner at the second Dutch Testing Conference, which will take place on **13 April 2011 at Spant!, Bussum.**

This unique conference format was introduced in the Netherlands in 2010 and has proven to be very successful with **over 400 attendees taking part** in the first year. Dutch Testing Conference 2011 provides an excellent platform for all people involved inside and around the world of Testing and Software Quality Management.

Along with the high profile it gives each company, both key aspects of the conference – the exhibition and presentations – give presenters, exhibitors and participants opportunity for discussions, experience exchange, latest information and technology, along with networking prospects.

Dutch Testing Conference is a **neutral, non-profit** conference. This conference is about testing, but not only for testers. It aims to connect **everyone** that is involved in Testing and Software Quality Management (including, but not limited to: test professionals, project managers, system owners, business analysts, quality managers etc.). As a 'not-for-profit' event, **affordable** prices for the participants as well as for the partners sponsoring the event can be offered.

Many international and national companies will see the Dutch Testing Conference as a **prime opportunity** for corporate branding and market exposure as the list of exhibitors is also used as a reference. At Dutch Testing Conference 2010 there were over 400 people looking for support in tools and services, so don't miss out on the chance to meet a large selection of the testing community in the Netherlands too.

Taking place at Spant! in Bussum, the unique location will allow the exhibition to be positioned as the central point of the conference giving each partner a high profile. Participants are enticed to peruse the exhibition with the chance to learn about the latest information and technology; exchange experiences; discuss and deliberate ideas; and gain from networking opportunities.

Please refer to the following details on how to become partner of the Dutch Testing Conference 2011.



Target Audience

At Dutch Testing Conference you will meet test professionals, test managers, and decision makers in the area of software quality assurance. The neutral organizational setup and composition of the Conference Board with representatives from ABN AMRO, Avans Hogeschool, Belastingdienst, Capgemini, IBM Rational, KLM, KPN, and Sogeti ensures that national and international companies from a wide spectrum of businesses and regions will be represented.

This conference is about testing, but not only for testers. It aims to connect

- Project and Programme Managers
- Process Improvement Specialists
- Quality Managers
- Test Professionals and Managers
- Service Level Mergers
- Business/System owners
- End Users
- Business Analysts
- Information Managers
- Maintenance Personnel
- Controllers
- and more...

Conference Vision and Objectives

The vision of Dutch Testing Conference is to become the only independent conference in the Netherlands which introduces new faces and new stories. Its ambition is to become the largest testing conference for testers *and* non-testers.

The conference is creating a platform that allows looking at testing also from a non-tester perspective. It integrates business, testing, other disciplines such as project management and business analysis and emphasises a client perspective. It is the aim to challenge and motivate everyone inside and around the world of testing by creating an interactive, thought-exchanging and learning-enabling environment.

Furthermore the conference should be a platform that shows the value creation and innovative power by and through testing which evidently shows how business can be improved through testing, implicitly strengthening the position of IT-testing in the Netherlands.

The goal of the Dutch Testing Conference is to offer an **independent, community based** software testing conference that offers high quality speeches, a large exhibition with all minor and major players of the software testing market as well as a modern and **fresh way** of holding a conference. It provides a platform for exchange of ideas and experiences between test professionals and representatives from diverse areas of business and IT organizations.





Value for Partners

Partners presenting their products and services at the Dutch Testing Conference will gain:

Sales

- Access to **new contacts** and customer segments
- Recognition as **leader** and first mover in the testing field
- Recognition as local **main player**
- **Low effort** to maintain customer relationships
- Improved **brand recognition** in the testing community
- Attractive sponsorship packages at **affordable prices** (presence on all conference materials, free entry passes, preferred locations of stands etc.)
- Being a partner of Dutch Testing Conference gives your sales reps a good reason to contact your customers
- Provide a discount code for your customers so that they can save 50,- Euro on the conference ticket

Marketing

- Encourage your customers to apply with an abstract about a project showing the cooperation with you
- Use Dutch Testing Conference to cross-sell for existing customers
- Use Dutch Testing Conference to make an announcement, you will have an interested audience
- Promote your booth at Dutch Testing Conference 2-3 months before the conference
- We help you with our pre- and post-marketing material (flyers, templates, discount codes, brochures, posters)
- You will receive a one hour consulting call of how to make the most out of your sponsorship

Key Issues

The focus of the conference presentations is **to share experiences** from people involved in testing, with special attention drawn to the **client's point of view** on:

- Organization
- Methodology
- Practice
- Trends
- Success stories (or failures) and lessons learned

Except for contributions by partners in a separate and dedicated Track+ (see below), presentation slots at the Dutch Testing Conference cannot be bought – they must be applied for. To ensure the community involvement, the Conference Board acts as a steering group and will decide about the detailed programme of the event. To ensure a fair and independent selection process, the review board is staffed by representatives from client organisations only.

Trade Exhibition

Key element of the Conference is the centrally located exhibition space. Partners may present their products and services to the testing community. The exhibition is also the pivotal place to meet, as coffee breaks and lunch will be served in this area. Because the various tracks take place in different areas, people will also pass through the exhibition during the breaks. When not attending a conference session, attendees will also gather here to exchange ideas and to get updates about your latest products and offerings. At the end of the day, the borrel, served also in the exhibition area, is one more possibility to get in touch with the visitors on an informal basis.

Additional information about obtaining exhibition space and becoming a partner is available on the following pages. Partners automatically receive an exhibition space (12 m² for Platinum Partners, 8 m² for Gold Partners and 4 m² for Silver Partners). Please refer to the section 'Partner Packages' for more information about the different Partner Packages.



Dutch Testing Conference



Conference Format

2 Sessions on 3 Tracks mornings and afternoons with breaks to visit the exhibition.
Sponsored Track+ Sessions with no restrictions to content.

| Time | Management | Trends | Tools & Automation | Track+ [Partner] |
|---------------|---------------------------------|----------|--------------------|------------------|
| 09.10 – 10.00 | Opening Key Note 1 | | | |
| 10.00 – 10.30 | Coffee Break & Exhibition | | | |
| 10.30 – 11.15 | [TR 1.1] | [TR 2.1] | [TR 3.1] | [TR +.1] |
| 11.30 – 12.15 | [TR 1.2] | [TR 2.2] | [TR 3.2] | [TR +.2] |
| 12.15 – 13.45 | Lunch Break & Exhibition | | | |
| 13.45 – 14.45 | Key Note 2 | | | |
| 14.45 – 15.15 | Coffee Break & Exhibition | | | |
| 15.15 – 16.00 | [TR 1.3] | [TR 2.3] | [TR 3.3] | [TR +.3] |
| 16.15 – 17.00 | [TR 1.4] | [TR 2.4] | [TR 3.4] | [TR +.4] |
| 17.00 – 18.00 | Aperitife (Borrel) & Exhibition | | | |

Dutch Testing Conference Track+

There is a special Dutch Testing Conference track where interested companies may present their products and services. The Track+ will run parallel to the speeches and is open to all participants. The Dutch Testing Conference Board will not impose any guidelines for the topic or content of the presentation. A presentation slot in the Track+ lasts 45 minutes and can be bought by a partner. Depending on the partner package selected, a presentation is either included in the partner price or may be purchased separately.

Please note that there is a strict selection process for the standard tracks 1 – 3 and it is not possible for any partners to gain such a slot without going through the full selection process. Each partner, irrelevant of status, will be treated the same.





Partner Packages

Three different partner packages are available: Platinum, Gold and Silver.

The number of Platinum Partners and Gold Partners is limited. Platinum and Gold Partners receive a more prominent appearance at the conference and in all related materials as well as many other advantages. Registration for Platinum and Gold Partners ends on 29 November 2010. Silver Partners may register at any time up until 25 February 2011. See the section 'Selection of Platinum and Gold Partner' below for more information.

Please refer to the following table for a comparison of the different packages available.

| Platinum Partners (limited) | Gold Partners (limited) | Silver Partners |
|---|--|--|
| 10 free entries (worth EUR 2800.–) | 6 free entries (worth EUR 1680.–) | 2 free entries (worth EUR 560.–) |
| 1 Track+ presentation (worth EUR 2500.–) | EUR 500.– rebate for one Track+ presentation (normally EUR 2500.–) | Track+ presentations may be purchased separately (EUR 2500.–) |
| Large exhibition space (12 m ²) | Medium exhibition space (8 m ²) | Standard exhibition space (4 m ²) |
| Stand at prime location | Stand at prime location | |
| Prominent display (bigger than Gold Partner) of the logo on: > Website > Newsletter > Documentation – DTC promotional poster – Conference brochure – Conference magazine > Conference bag | Prominent display (smaller than Platinum Partner) of the logo on: > Website > Newsletter > Documentation – DTC promotional poster – Conference brochure – Conference magazine > Conference bag | |
| 1 A4 ad in the conference magazine | 1 A5 ad in the conference magazine | |
| Supplement for the conference bag (A4 brochure with max. 4 pages – 2 double-sided sheets) | Supplement for the conference bag (max. 2 A4 pages – 1 double-sided sheet) | |
| Listing in partner directory of Dutch Testing Conference | Listing in partner directory of Dutch Testing Conference | Listing in partner directory of Dutch Testing Conference |
| EUR 15 500.– | EUR 7 000.– | EUR 2 250.– |



Advertisement and Article Prices

The Dutch Testing Conference offers an A4-sized magazine full of the conference details, partner profiles, advertisements and articles. Please see further along for more information on article lengths, advert sizes and prices.

| Adverts | | Articles | |
|-----------------|-------------|-------------------|-------------|
| New ad | | Commercial | |
| A4 | EUR 1 750.– | A4 | EUR 1 750.– |
| A5 | EUR 990.– | 2 x A4 | EUR 2 450.– |
| A6 | EUR 690.– | | |
| Upgrades | | | |
| A5 to A4 | EUR 760.– | | |

Additional Dutch Testing Conference Sponsor Options

■ Refreshment Breaks

Companies now have the possibility to increase their presence at the Dutch Testing Conference by sponsoring the lunch break or one of the two coffee breaks. Along with signs announcing the sponsorship, your company's logo will appear in the programme beside the break you have sponsored. There will also be a table available for corporate flyers and brochures.

| | |
|----------------------|--------------------|
| Lunch break package | EUR 2 500.– |
| Coffee break package | EUR 1 400.– |

■ Borrel

To round of the day on an enjoyable note, there will be a Borrel held in the Exhibition Hall. One company will be allowed to have the exclusive right to sponsor this part of the conference, which is seen as an outstanding networking platform. Participants, speakers and exhibitors are invited to join the Tester's Borrel where there will be a small buffet and drinks. This sponsorship package includes all the benefits as the coffee break package along with an A4 flyer in the conference bags. There will also be an announcement made in the closing note inviting people to attend the borrel sponsored by XXX.

| | |
|----------------|--------------------|
| Borrel package | EUR 4 000.– |
|----------------|--------------------|

■ Newsletter

Dutch Testing Conference regularly sends out electronic newsletters with the latest conference information. We offer partners the chance to sponsor a newsletter. The corporate logo and URL link will be clearly visible to each recipient of this publication giving maximum marketing exposure to the partner.

| | |
|------------|--------------------|
| Newsletter | EUR 1 000.– |
|------------|--------------------|





Exhibition Equipment Dutch Testing Conference 2011

The partners are expected to bring their own exhibition equipment (Stands/Booth/Furniture). Should this not be possible, information about equipment rentals is available on request.

Selection of Platinum and Gold Partner

As the number of Platinum and Gold Partners is limited, the Dutch Testing Conference Board will decide as to the allocation of partners should applications exceed the number available. If an application for a selected category cannot be considered, it will automatically be valid for the next category. If, for example, company X cannot become a Platinum Partner, it will automatically become a Gold Partner. Once submitted, the application cannot be withdrawn.

Applications for Platinum and Gold Partners must be submitted in written format (fax or mail) by 29 October 2010.

Applications submitted after this date cannot be considered for Platinum or Gold status and will be treated as applications for Silver Partner. Applicants will be informed by 17 December 2010 as to whether their application for Platinum or Gold Partner has been successful.

Application for Silver Partner will still be possible after 29 October 2010.

Entry Pass

The entry pass is valid for one full entry to the conference, including catering throughout the day. Each partner will receive a number of passes, according to the respective partner package. The passes must be used for the personnel servicing the stands. No one will be admitted to the conference without an entry pass. If a partner company does not use all their passes for their own personnel, they can be given to customers of the partner. Each partner may purchase a maximum of ten additional passes. The names of the holders of the passes must be registered online, using your personal promotion code, which will be sent to you once registration for Dutch Testing Conference 2011 opens.



Dutch Testing Conference

Partner Registration for Dutch Testing Conference 2011



Company

Name: _____

Street: _____

Zip code/Place: _____

Country: _____

This registration is subject to the conditions of participation of Dutch Testing Conference 2011

Contact person

Surname: _____

First name: _____

Department: _____

Phone: _____

Mobile: _____

Email: _____

| | |
|--|---------------------|
| <input type="checkbox"/> Platinum Partner | EUR 15 500.- |
| <input type="checkbox"/> Gold Partner | EUR 7 000.- |
| <input type="checkbox"/> Silver Partner | EUR 2 250.- |

Additional exhibition space (incl. 1 entry pass/2 m²)

| | |
|---|-------------|
| <input type="checkbox"/> 2 m ² | EUR 850.- |
| <input type="checkbox"/> 4 m ² | EUR 1 700.- |
| <input type="checkbox"/> 6 m ² | EUR 2 550.- |

| | |
|---|----------------|
| <input type="checkbox"/> Track+ presentations (EUR 2500.- per presentation) | Quantity _____ |
| <input type="checkbox"/> Additional entry passes (max. 10, EUR 280.- per pass) | Quantity _____ |

Other Dutch Testing Conference Sponsor Options

| | |
|---------------------------------------|-------------|
| <input type="checkbox"/> Coffee Break | EUR 1 400.- |
| <input type="checkbox"/> Lunch Break | EUR 2 500.- |
| <input type="checkbox"/> Borrel | EUR 4 000.- |
| <input type="checkbox"/> Newsletter | EUR 1 000.- |

Advertisement and Articles

| | | |
|---|-------------|----------------|
| <input type="checkbox"/> New advertisement – A4 size | EUR 1 750.- | Quantity _____ |
| <input type="checkbox"/> New advertisement – A5 size | EUR 990.- | Quantity _____ |
| <input type="checkbox"/> New advertisement – A6 size | EUR 690.- | Quantity _____ |
| <input type="checkbox"/> Advertisement upgrade – A5 to A4 | EUR 760.- | Quantity _____ |
| <input type="checkbox"/> Commercial Article – 1 x A4 page | EUR 1 750.- | Quantity _____ |
| <input type="checkbox"/> Commercial Article – 2 x A4 page | EUR 2 450.- | Quantity _____ |

With your signature, you accept the **general terms and conditions for Partners for Dutch Testing Conference 2011.**

Date and legally valid signature: _____

All rates exclude VAT at the applicable rate.

Please return to:

Dutch Testing Conference®

SwissQ Consulting AG, Stadthaus-Quai 15, CH-8001 Zürich, Switzerland

or by Fax to:

+41 (0)43 288 88 39

If you have any questions, please call:

+41 (0)43 288 88 40

General Terms and Conditions for Partners Dutch Testing Conference 2011



Dutch Testing Conference

Partner Registration

The contract takes effect with the registration. For registration, the appropriate form has to be duly signed and sent to the organizer. With the signature, **the conditions of participation for the Dutch Testing Conference 2011** are accepted as binding. Special requests noted in the registration shall be taken into consideration if possible. The exclusion of competitors or other conditions cannot be accepted. The Partner undertakes to ensure that all the persons employed by him as well as by possible co-exhibitors at the event observe the present terms of the contract. The Partner may only display on his stand his own products or the products of co-exhibitors who have separately apply for the event and been officially admitted (see section 'Co-exhibitors').

Admission

The exhibition is open to all national and foreign manufacturers, dealers, authorized agents, and service providers of products and services in line with the topic of the exhibition. Exhibits that are not in line with the topic of the exhibition shall not be admitted and have to be removed from the stand at the request of the organizer. If the request is not complied with, the objects shall be removed by the organizer at the expense of the Partner. The assignment of exhibition space shall be made according to technical and spatial needs. The exact form and the location of the stands of the individual exhibitors shall only be determined after the number of exhibitors and their spatial needs have been established. After conclusion of preliminary planning, all exhibitors shall be informed in writing about the exact location and dimension of their stands as well as about neighbouring stands. The decision with regard to assignment of stand location and admission of Partners and exhibits shall be made by the organizer.

Duration and Hours of Exhibition

Wednesday, 13 April 2011, 8:00 am – 6:00 pm

Co-exhibitors

The Partner is not allowed to sublet, wholly or in part, or to hand over or exchange the stand assigned to him to or with third parties, or to accept orders on behalf of other companies without prior permission from the organizer. Any co-exhibitor admitted by the organizer has to pay a fee in accordance with an agreement made in advance.

Withdrawal / Non-attendance / Cancellation

If the Partner withdraws registration and the stand can be rented to another party, the Partner shall be liable to pay 25% of the stand rental. In all other cases, the Partner shall be liable to pay the total space rental plus any additional costs incurred. The organizer is allowed to terminate the contract if the full rent is not paid in due time.

Cancellation of Event

The organizer is allowed to terminate the contract up to 30 days before the start of the event if the implementation of the event is not in his interest due to the fact that participation is likely to be poor. Poor participation is likely if the minimum number of Partners and visitors for an event established by the organizer prior to the event is not reached; this number has to be disclosed to the Partners at their request. Payments already made by the Partner at this time shall be refunded. Additional claims by the Partner against the organizer shall not be admitted.

Stand Construction / Technical Installations

The individual exhibition stands shall be designed and constructed in such a way that no exhibits, advertising panels, or displayed objects interfere with neighbouring exhibitors. The exhibitors shall comply with the technical guidelines and safety regulations of the venue about which they shall inform themselves beforehand. The supply of electricity and phone services, as well as other services provided in the exhibition area, is undertaken by the companies authorized by the organizer. The exhibitor is responsible for cleaning the stand. The exhibition area shall be returned to its original condition. Material attached, adhesive tape for carpets, or adhesive residue shall be removed thoroughly and without damage to the sub-surface. Otherwise, the organizer is allowed to have this work carried out at the expense of the exhibitor. The Partner shall be liable to the organizer as well as to the leaser of the premises for damage to the premises and rental objects caused by himself and/or by co-exhibitors.

Set-up and Dismantling Dates

Set-up / Move-in

Earliest possible move-in: **Tuesday, 12 April 2011 at 1:00 pm**. On **Wednesday, 13 April 2011** construction of stands must be finished by 7:30 am at the latest.

Stands that have not been moved into by **7:30 am** shall be assigned to other parties or decorated to improve the overall picture. In this case, the exhibitor shall be liable to pay the full rent and the decorating costs for the unused stand. Claims for damages by the exhibitor shall not be admitted.

Dismantling

The dismantling of stands may not start before 6:00 pm. In case of violations, the organizer reserves the right to assert claims for damages. Latest possible dismantling of stand: **Wednesday, 13 April 2011, 8:00 pm**.

Insurance / Liability

Exhibitors are responsible for making their own arrangements for the security of their stands and exhibition items. They are strongly advised to acquire appropriate insurance. The organizer excludes all liability.

Exhibitor's Passes

For the duration of the exhibition, exhibitors shall receive for themselves and for the persons employed by them a limited number of exhibitor's passes that entitle them to free entry to the event and exhibition space, as well as free catering.

Payment Periods and Terms

All invoices shall be charged in EUR and are payable without deductions and free of all charges within 30 days from the date of the invoice, but in any case before the start of the event. Full payment must be received prior to exhibiting; otherwise, access to the exhibition area is prohibited. For loss of rental resulting from delay in payment, the exhibitor is liable for an amount of 25% of the rental. If, during the event, the organizer provides additional services for the Partner that were not ordered and paid in advance, these services shall be invoiced immediately upon conclusion of the event, and the respective amounts shall be due for payment upon issuing of the invoice. All rates exclude VAT, which shall be charged at the rate applicable at the time of invoice.

Verbal Agreements, Additional Agreements, Changes

Additional agreements and special regulations require written confirmation of the organizer.

Advertising

Advertising of any kind is permitted only within the stand rented by the Partner, for the Partner's company, and only for products or services manufactured or offered by this company. Distributing and displaying promotion and information material in the conference rooms and outside of the rented stand is subject to prior approval of the organizer. Tools and equipment used for the purpose of increasing the advertising effect by means of optical and acoustic attractions (e.g. speakers, film screenings, or shows) are subject to prior written approval of the organizer. Non-exhibitors /non-partners are, in principle, not allowed to distribute or display any information or promotion material. Political advertising is not permitted at any time.

Audio and Video Recording

The organizer is allowed to have photographs, drawings, and video recordings of the exhibition, the exhibition stands and constructions, and of the exhibition objects made and to use them for advertising purposes or press releases; the Partner cannot object to such recordings under any circumstances. This applies also to recordings made by the press or television with the approval of the organizer.

Law, Place of Jurisdiction

The applicable law shall be Swiss law. The place of jurisdiction is Zurich, Switzerland.

Severability Clause

Should individual sections of these terms be held invalid in whole or in parts, the validity of the remaining sections is not affected. The invalid provision shall be modified in such a way that the intended purpose is achieved.

Organizer

Dutch Testing Conference[®], SwissQ Consulting AG

Stadthaus-Quai 15, 8001 Zurich, Switzerland

Zurich, 5 Juli 2010