

## Will you sponsor TestNet in 2017? And if so, what does that mean for you?

Date: 26 November 2016

Dear madam/sir,

The year 2017 will be very special for TestNet. We will celebrate our 20<sup>th</sup> anniversary !! Your organization sympathizes with the testing profession in general and the TestNet association in particular. You know that we promote the exchange of professional knowledge and experience between testers. We do so by means of our website, the weekly newflash, the TestNet News (digital magazine, 3 times per year) and the activities of our workgroups. But TestNet is the best known for its monthly theme-evenings, the annual Summer Workshops and the large spring- and autumn-events (at **15 May 2017** and **11 October 2017**) with over 600 visitors each.

Membership fees of our members fund TestNet. But the big events we can only organize with a financial contribution from sponsors.

This letter is to request your organization to sponsor TestNet in 2017.

### What does it mean for your organization to sponsor TestNet?

Obviously this will vary by organization, but at least you can expect the following:

- **The reputation of your organization under test professionals increases.**  
Your organization is listed on the TestNet website, on the program flyer, on the big screen when entering the room and in the opening speech of the chairman.
- **Profiling of your organization from a stand of 12 m<sup>2</sup> (4x3 meter) at the expo** (for main sponsors), by providing information, give demonstrations, have playful activities and by providing an opportunity for people to meet and talk to each other.
- **An ideal meeting place for your own employees**, who can catch up while enjoying a snack and a drink.
- **Each main sponsor will have the opportunity to provide a three-hour session (workshop / tutorial / training) in the TestNet Summer Workshops at 10 July 2017.**
- **A networking opportunity.** Organizations are regularly looking for new employees. Many test professionals visit TestNet events. TestNet however does not allow explicit recruitment; A TestNet event is not a job fair. But TestNet members who are looking for a new job of course use the event to orientate on the companies in the Netherlands. Hence our position "*recruiting is not allowed, networking is.*" (In our definition, with recruiting the initiative starts at the organization (this is not allowed), networking begins with the visitor. If you are unsure about where the dividing line between recruiting and networking is, please contact the TestNet board in advance.)
- **Free tickets for each sponsored event.** (A main sponsor will get 6 free tickets, a banner sponsor will receive two free tickets). These free tickets are primarily intended for employees who represent your organization at the expo. But in addition you can also invite employees or guests who are not members of TestNet, this way introducing them to TestNet.

TestNet has 2 types of sponsorships:

- **Main sponsor with stand of 12 m<sup>2</sup> at the expo.**  
A main sponsor pays 2.000,00 euro (excl. VAT) for one event or 3.500,00 euro for both events.
- **Banner sponsor with a roll-up-banner or a video-screen at the expo.**  
A banner sponsor pays 750,00 euro (excl. VAT) for one event or 1.200,00 euro for both events.

### About TestNet

TestNet is an independent association with over 1,900 members, all enthusiastic test professionals who together make the association exist. Members have free access to all activities of TestNet. TestNet is rightly "for and by members," everything that TestNet organizes comes about through the efforts of volunteers. Members for example make the newsletter, organize the meetings and manage the association. Only for the administration we have limited external support.

## Registration procedure for sponsors

The locations of the information stands of main sponsors are given out in order of receipt of the sponsorship agreement. Do you want to secure your favorite place at the expo, please fill in the form you receive with this letter as soon as possible and return it. On the sponsorship agreement, you can specify which 1st, 2nd and 3rd preference you have for a place at the expo. The room layout can be found as an appendix, at the next page of this letter. At our website: <https://www.testnet.org/testnet/p000092/evenementen/sponsoring-evenementen>  
We will update this layout regularly. Please look there to see the stands that are currently still available.

## Setup of events

The events are organized according to our well-known concept of workshops in the morning and keynotes with tracks in the afternoon and evening. The expo is open from 12:00 until 21:30 hours.

The spring event will take place on 15 May 2016, the autumn event on 11 October 2016. More information can be found in due course on the website of TestNet ( [www.testnet.org](http://www.testnet.org) ). Both events are held at the NBC in Nieuwegein (<http://www.nbccongrescentrum.nl> ).

The Summer School will be at 13 July 2016 with a large number of workshops of 3 hours each, that take place in parallel rooms during morning, afternoon and evening. These workshops are all provided by main sponsors, as part of the sponsorship package.

Recap	Main sponsor	Banner sponsor
Space at the expo	12 m <sup>2</sup>	One roll-up-banner or monitor-on-stand
Number of free tickets	6	2
Mention of companyname at website, program, at opening	√	√
Workshop / tutorial of 3 hours at TestNet Summer Workshops	√	-
Sponsorship fee for one event (excl. VAT)	2.000,00 euro	750,00 euro
Sponsorship fee for two events (excl. VAT)	3.500,00 euro	1.200,00 euro

For “The Netherlands as a testing country” and for our association your contribution is of great importance. I call on you to use this opportunity.

If you have any questions or comments please don't hesitate to contact me.

With kind regards,

Rik Marselis  
Chairman of TestNet  
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Telephone: +31 6 55 69 72 39

Appendices (at the next page): photo-impression of previous expos

The layout of the expo can be found on our website.

Please note that the expo of our spring-event will be in the “event hall” (normally it’s in the “grand hall”). That is because we will have a very special celebration. At our autumn event the expo is again as usual.

At the expo we have up to 24 sites for information stands.

Please specify at your sponsorship agreement your 1st, 2nd and 3rd choice for the information stand you desire.

At the TestNet website (<https://www.testnet.org/testnet/p000092/evenementen/sponsoring-evenementen> ) the current status of available stands at the expo can be seen at all times. The stands are assigned in the order of receiving the sponsorship agreements.

Photo-impression of a TestNet event:



Presentation in the grand hall



The expo with buffets for drinks and food



Centrally the buffet, surrounded by sponsor-stands of main sponsors.



The banners of banner sponsors