



What

# SeleniumConf & AppiumConf 2025 Sponsorship Prospectus

When

March 26-28 2025, Valencia

The Official Spanish Selenium Conference

# Bringing together automated testing experts & practitioners from around the world 🌐

## Sponsorship Opportunity

The Selenium Conference and Appium Conference are returning as a unified in-person event in March 2025 in Valencia, Spain. Selenium and Appium are volunteer-based projects resulting from a massive collaborative effort between the project teams and the community.

The conference aims to bring together the global community and projects around the browser and mobile automation tools, providing a space to share ideas, socialize, and work together to advance the present and future success of automation and testing. This conference is becoming the hub for all tools, approaches, and communities in automation to come together, fostering collaboration and innovation across the industry.

## Why Sponsor SeleniumConf?

Selenium and Appium set the browser and mobile automation standards, serving as the collaboration hub for a range of standard-based automation tools within the testing ecosystem and industry. These include WebDriverIO, Puppeteer, Nightwatch, and other ecosystem tools, all of which contribute to fostering a community of committed and dynamic testers and developers.

By becoming a sponsor of the Selenium and Appium Conference, you'll be part of this vibrant, forward-thinking community that drives the future of automated testing and development.

# Bringing together automated testing experts & practitioners from around the world

## Why Sponsor SeleniumConf?

- Position your brand alongside the emerging trends and best browser and mobile automation tools, associating your company with cutting-edge technologies and industry innovations like Selenium, Appium, WebdriverIO, Puppeteer, Nightwatch, and more.
- Recruit top talent from a skilled pool of automation testers, developers, and QA experts.
- Showcase your products and services to a highly engaged audience while accessing a diverse group of professionals for partnerships, recruitment, and sales opportunities.
- Boost your brand visibility through conference materials, presentations, and digital content while showing your support and commitment to the open-source testing community.

The Selenium and Appium Conference organizers are dedicated to collaborating with you to ensure your sponsorship directly benefits the entire browser and mobile testing automation community.

# Marketing & Promotion

SeleniumConf is promoted to a rich mix of national and international individuals through varied channels of communication, both owned, earned and paid platforms including:

- Promotion via SeleniumConf and SeleniumHQ social media channels
- Targeted email campaigns
- PR announcements
- Paid event advertising
- Community outreach

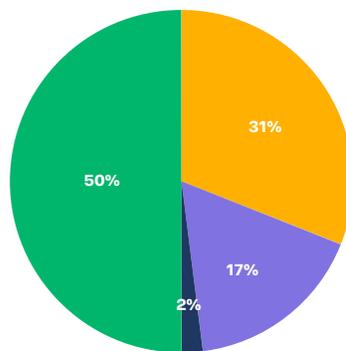
The earlier you commit the sooner we can include your brand in our pre-conference promotional effort.

## Attendee Profile

Attendees are QA engineers, SDETs, web and mobile test experts and WebDriver ecosystem users who are interested in learning about new technologies and approaches in the automated testing space.

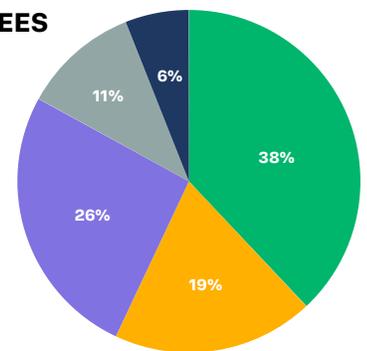
### PREVIOUS ATTENDEES BY JOB ROLE

- QA Manager/QA Tester
- Automation Engineer/ Software Dev Engineer in Test (SDET)
- Software Developer/Engineer
- Exec/Founder/Product/Other



### PREVIOUS ATTENDEES BY COMPANY SIZE

- 500+
- 201-499
- 51-200
- 11-50
- 1-10



## Reach

**24.4k**

followers on X

**41.3k**

LinkedIn followers

**14k**

Selenium Slack workspace members

**13.3K**

SeConf YouTube subscribers

**850k**

total SeConf video views on YouTube

**574k**

avg. monthly visits to Selenium website

## Marketing Timeline

- 1 ■ Conference launch
- 2 ■ Call for papers opens
- 3 ■ Keynote speakers and workshops announced
- 4 ■ Early bird tickets on sale
- 5 ■ Full agenda published and announced
- 6 ■ Sponsors announced
- 7 ■ Diversity scholarship program announced
- 8 ■ Last chance tickets on sale



# Sponsorship Packages

# Selenium Sponsor **15.000€**

When people think of browser and mobile automation, they'll think of you, too. As a Selenium-level sponsor, you'll gain premium visibility before, during, and after the conference. This sponsorship provides your brand with the unique opportunity to engage directly with conference attendees and connect with the broader browser and mobile automation communities, enhancing your presence and influence across the industry.

## Package Includes

### AT THE EVENT:

- **Main stage welcome** at the beginning of the conference to a fully engaged audience
- **2m x 3m premium booth space** in the exhibit area
- **Prominent logo placement** on the main stage set
- **Home page logo placement** on the conference website (alphabetical order)
- **Top tier logo placement** on conference signage, swag bag and event "housekeeping" slide rotation
- **5 exhibitor passes**
- Access to a **mobile app** for scanning attendee **badges** to capture and track **leads**.
- **2 complimentary conference-only tickets** for your employees or clients to attend
- **Discounted ticket price** for additional company employees to attend.
- Opportunity to add a **gift or promotional materials** to the swag bag (to be provided by the sponsor)
- **25% discount on additional sponsorships** (e.g., craft beer break). First come, first served.

### OUTREACH TO THE WIDER COMMUNITY:

- **Logo featured** in the introductory sequence to all post-event videos
- **2 invitations** to the VIP speaker dinner on the night prior to the conference
- **80 word promotional message** in a post-conference delegate email
- **6 promotional posts** across the official conference and project accounts on **LinkedIn, X** (formerly Twitter), and **Mastodon**.
- **200 word company summary** on the sponsor page of the SeleniumConf website with logo linked to your chosen URL
- **Prominent logo placement** on the footer of every marketing email

# Exhibitor Sponsorship Packages Compared

We've put together a selection of sponsorship packages to suit different budgets and desired levels of visibility. If any of these options suit your company, or if you have another idea of how you'd like to get involved with SeleniumConf, please get in touch!

We are always very pleased to work with sponsors to come up with creative and interactive ideas to showcase your brand beyond a standard sponsor package and will work hard with you to make your ideas happen.

	<b>Selenium</b> <b>15.000€</b> (3 available)	<b>Platinum</b> <b>8.500€</b> (7 available)	<b>Gold</b> <b>4.500€</b> (3 available)
Main stage welcome	X		
Logo featured prominently on stage set	X		
80-word promotional message in follow-up email to attendees	X		
2 invitations to VIP speaker's dinner	X		
Logo features in all post-event videos	X		
Booth space in exhibit hall (includes table, 2 chairs, electrical, basic WiFi)	2m x 3m	2m x 2m	1.8m table
Exhibitor passes	5	3	2
App to scan barcodes	2	1	1
Company summary on conference website	200 words	150 words	100 words
Logo on stage set, conference website, event signage and slide rotation	Top Tier	Second Tier	Third Tier
Promotion on official conference and project accounts	6 posts	4 posts	2 posts
Logo on footer of every marketing email	X	X	X
Free conference tickets	4	3	2
Discounted price for additional tickets	X	X	X
Linked logo on conference website	X	X	X
Option to participate in findElement booth traffic game	X	X	X
Option to add gift or promotional materials to swag bag	X	X	X
25% discount on additional sponsorship purchases (e.g., coffee cart)	X	X	X

**Contact:** [sponsorship@seleniumconf.org](mailto:sponsorship@seleniumconf.org)

# Additional Sponsorship Opportunities

## PRE-CONFERENCE WORKSHOP DAY TITLE SPONSOR

3.000€

The all-day pre-conference workshops are among the most popular offerings at SeleniumConf. Align your brand with workshops led by best-in-class automated testing experts

- Branded thumb drives containing workshop and Sponsor's promotional material
- Signage in each workshop and at workshop day meals
- Recognition in a pre-event email sent to all attendees to announce your support
- Linked logo on the SeleniumConf website
- Discounted ticket price for your customers and employees to attend conference
- Promotion on the official conference and project accounts (LinkedIn, X, and Mastodon)

## LIVE CAPTIONING SPONSOR

3.500€

Be the exclusive sponsor of this unique and popular event feature - live captioning of all keynote and track presentations

- Logo to appear on both 86" transcription monitors located at front of stage
- Recognition in a pre-event email sent to all attendees to announce your support
- Linked logo on the SeleniumConf website
- Acknowledgement and thanks at the event
- Discounted ticket price for your customers and employees to attend
- Promotion on the official conference and project accounts (LinkedIn, X, and Mastodon).
- Option to add gift or promotional materials to swag bag

## LUNCH SPONSOR

5.000€

Be the day's highlight by sponsoring lunch during the main event. Provide attendees with a memorable dining experience while promoting your brand. (2 available)

- Opportunity to provide branded items such as cups, stencil, t-shirts and cup sleeves
- On-stage acknowledgement and thanks each main conference day
- Recognition in a pre-event email sent to all attendees to announce your support
- Linked logo on the SeleniumConf website
- Discounted ticket price for your customers and employees to attend
- Promotion on the official conference and project accounts (LinkedIn, X, and Mastodon).
- Option to add gift or promotional materials to swag bag



# Additional Sponsorship Opportunities

## VIDEO SPONSOR

4.000€

**Want to extend your reach far beyond the conference? Come on board as our video sponsor! All our talks are filmed and shared after the close of SeleniumConf.**

- Logo included on the introductory slide of all post-event videos
- Link in the description of each video linking to your chosen URL
- Acknowledgment in a post event email sharing the videos. These videos are shared with our targeted list of individuals including those who did not attend in person.
- Recognition in a pre-event email sent to all attendees to announce your support
- Linked logo on the SeleniumConf website
- Discounted ticket price for your customers and employees to attend
- Promotion on the official conference and project accounts (LinkedIn, X, and Mastodon).

## CRAFT BEER BREAK SPONSOR

4.000€

**Another staple of SeleniumConf, the afternoon craft beer break immediately preceding the closing Committer panel (soft drinks too!)**

- Your brand imprinted on custom pint-size glasses for attendees to take away. Opportunity to provide branded napkins.
- Branded signage by each bar
- On-stage acknowledgement and thanks prior to the afternoon break
- Recognition in a pre-event email sent to all attendees to announce your support
- Linked logo on the SeleniumConf website
- Discounted ticket price for your customers and employees to attend
- Promotion on the official conference and project accounts (LinkedIn, X, and Mastodon).



# Additional Sponsorship Opportunities

## WIFI SPONSOR

1.500€

**"How do I get on the internet?" is typically the first question to be asked so get in front of all SeleniumConf attendees with this sponsorship.**

- Branded cards handed to all delegates on arrival detailing log-in instructions and showcasing your logo
- Branded slide with featuring your logo and log-in instructions in rotating slides prior to and in-between sessions
- Recognition in a pre-event email sent to all attendees to announce your support
- Linked logo on the SeleniumConf website
- Discounted ticket price for your customers and employees to attend
- Promotion on the official conference and project accounts (LinkedIn, X, and Mastodon).

## LANYARD SPONSOR

1.500€

**Be present by sponsoring the lanyard at all times, as it offers your brand maximum visibility during the event. This opportunity ensures constant exposure to key industry professionals, while aligning your brand with the cutting-edge innovations in browser and mobile automation.**

- Your brand will be constantly exposed as attendees always wear the lanyards, keeping your brand front and center at keynotes, sessions, and networking events.
- Attendees often keep their lanyards as souvenirs, extending your brand's visibility long after the event.
- Linked logo on the SeleniumConf website
- Discounted ticket price for your customers and employees to attend
- Promotion on the official conference and project accounts (LinkedIn, X, and Mastodon).

## DIVERSITY SCHOLARSHIP PARTNER

3.000€

(per scholar attendee)

**We are committed to supporting individuals from underrepresented groups in tech and those facing economic or social hardship to participate in SeConf.**

**As a Diversity Scholarship Partner, you will be supporting our initiative to bring individuals to the conference who may not otherwise be able to attend, and providing them with access to brilliant content and networking opportunities. The sponsorship offsets the price of a conference ticket for each of our Scholars, travel, visa and accommodation costs.**

- Donation of scholarship places for the conference (number of places dependent upon investment)
- Blog post developed by the Selenium project volunteers and hosted on the SeleniumHQ website to showcase your commitment to diversity
- Opportunity to host a breakfast for our scholars
- Linked logo on the SeleniumConf website and SeleniumConf scholarship program description page
- Discounted ticket price for your customers and employees to attend
- Promotion on the official conference and project accounts (LinkedIn, X, and Mastodon).

What

The combined Selenium and Appium flagship conference brings together practitioners and top technologists from leading open-source and automated testing communities to further the education and advancement of the Selenium, WebDriver, and Appium ecosystems. This event is a hub for the broader browser, mobile testing, and automation ecosystem, fostering collaboration and innovation across multiple tools and platforms.

[SELENIUMCONF.COM](https://SELENIUMCONF.COM)

Why

Bring together browser and mobile testing automation developers, testers, and enthusiasts from around the world



Selenium Conf & AppiumConf 2025

Where

Valencia,  
Spain

26th\_28th

When

Join us in person  
March 2025 📅