

# CUKENFEST

LONDON / APRIL 19-20

A WORLD-CLASS  
BDD CONFERENCE  
FOR THE WHOLE TEAM.



# FEATURED SPEAKERS



DAN NORTH

ORIGINATOR OF  
BDD



LIZ KEOGH

CREATOR OF  
CYNEFIN



ASLAK HELLESØY

CREATOR OF  
CUCUMBER

IT'S THE BEST CONFERENCE I HAVE EVER ATTENDED, NO DOUBT.

GREAT TALKS AND AN OPEN SPACE WITH INSPIRING PEOPLE.

TIM COREMANS | BNP PARIBAS



## **What is Behaviour-Driven Development?**

Here's how founder of Cucumber Matt Wynne thinks about it: BDD practitioners explore, discover, define, then drive out the desired behaviour of software using conversations, concrete examples, and automated tests.

## **Who are our attendees?**

Each year we welcome a diverse group of developers, testers, business analysts and managers. Attendees know the feeling of working in a team which values collaboration and are curious to find ideas, practices and tools which build shared understanding.

Our attendees work in industries ranging from finance and insurance to e-commerce and media.

## Sponsors

Our working assumption is one right connection or sale will cover your upfront investment. It's important to us you see that return, so we are happy to work together in the build-up to the event to create the conditions which make this inevitable.

CukenFest is all about bridging the gap between business and IT. Our audience is made up of software professionals who care deeply about software quality. Partner with us to:

- Pitch a product or service.
- Find motivated and highly-skilled IT people.
- Associate your brand with our much-loved event.

	Platinum	Gold	Silver
Introduce keynote	x		
Invitation to our speakers dinner	x		
Exhibition space	x	x	
Logo on our video content	x	x	
Tickets to giveaway	3	2	
Participant pack insert	x	x	x
Logo on our event website	x	x	x
Logo on our conference banners	x	x	x
Promotional tweets	4	3	2
Bolt-on package (see below)	Comp	£750	£750
Price (ex VAT)	£4,500	£3,000	£1,000

# Details

## Platinum - £4,500

Limited to one. You're our main partner. You'll introduce the keynotes, have your brand behind the conference party, and have the best opportunities to network with attendees and speakers.

### *Package details:*

- Keynote introduction
- Branded drinks reception or coffee stand
- An invitation to our speakers' dinner
- A booth to meet participants
- Promotional material distributed to all attendees
- Your logo on our videos, on stage, and online
- 4 promotional tweets

## Gold - £3,000

As a gold sponsor, you'll have a booth, be able to splash your brand on our videos, stage and on our website.

### *Package details:*

- A booth to meet participants
- Promotional material distributed to all attendees
- Your logo on our videos, on stage, and online
- 3 promotional tweets



# Details cont.

## Bronze - £1,000

As a bronze sponsor, your logo will be on our banners, your promotional material in the hands of each attendee and your company given a few shout-outs on Twitter.

### *Package includes:*

- Promotional material distributed to all attendees
- Your brand logo on our on stage and online
- 2 promotional tweets

## Bolt-on options - £750

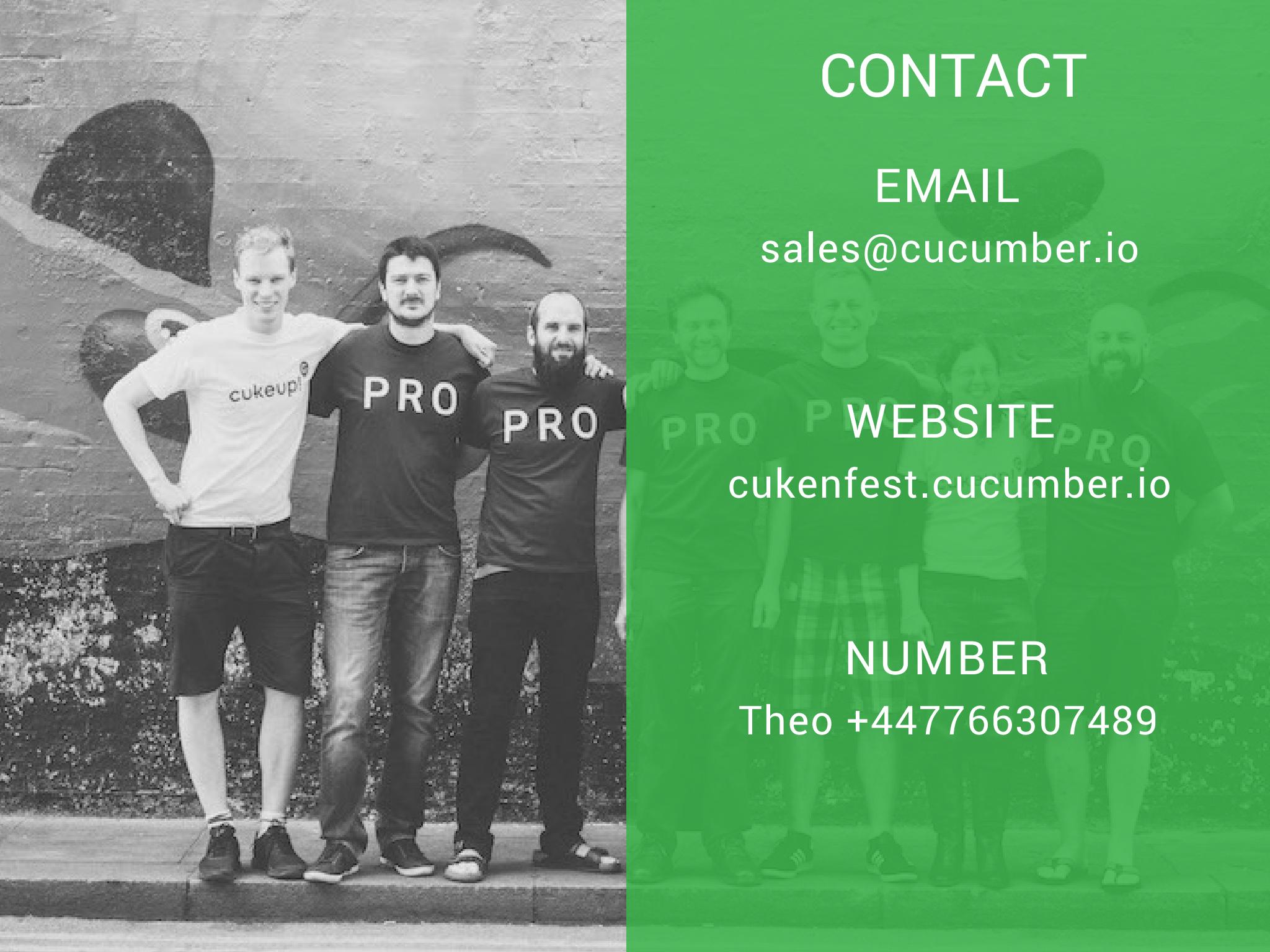
Be remembered by sponsoring one of our conference activities:

- Drinks reception
- Fancy coffee
- Breakfast
- Lunch

\* All activities will take place on April 19th.

\* It must be bolted on to platinum, silver or bronze packages.





# CONTACT

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