oop

software meets business

Meet IT decision makers and senior software architects with budget responsibilities

SOFTWARE ARCHITECTURE CONFERENCE

ICM MUNICH

06 – 10 FEBRUARY 2023

Jutta Eckstein
Program Chair OOP Conference

As the program chair, Jutta Eckstein has the overall responsibility for the technical quality of the OOP conference. As an independent coach, consultant, and trainer she focuses on enabling agility and (social, economic & environmental) sustainability on the organizational level.

FINDING THE RIGHT BALANCE

The pandemic has enforced many changes. Some of them are long-lasting or at least discussed if they should be kept. The most prominent example is the possibility of working from home. Of course, working from home has many advantages, for example, less time and energy for commuting, more flexibility (especially for families with small children), and improved accessibility for disabled people. Yet, there are also disadvantages when working remotely like building trust is much faster in person than virtually, "accidental" knowledge transfer at the water cooler or in the cafeteria, or resolving conflicts. Thus, organizations need to find a balance that will suit the needs of all.

Working from home is certainly not the only topic we need to ponder. In our profession, we continuously have to weigh topics against each other. For example, how much innovation do we need versus how much preservation is required? Or how much altruism can or should we afford? Architectural and technical decisions have to be balanced continuously to ensure the system is usable, valuable, and feasible. And like a pendulum, companies keep asking in turn for more general or more expert knowledge. And finally, if we look at organizational structures, then we keep having discussions about (dis-)advantages of pre-defined structures versus (complete) self-organization.

The 14 track chairs are creating insightful tracks that explore answers to these questions. I want to point out some of the tracks, for example, *SUSTAIN_ability - responsible steps the future*, *Product Development in Balance*, and *Social Integration*. On the more technical side, we will also be offering the following topics at OOP 2023: *Software Architecture: New Approaches & Fundamentals, C++ & Programming Embedded Systems,* as well as *The State of Modern Web Development,* or *DevOps: The Balance between Dev and Ops.*

I'm particularly looking forward to the new track concentrating on *Leadership*, which examines how self-leadership and self-responsibility are the important foundation for balancing staying healthy as leaders and keeping the power to support people, teams, and organizations.

OOP 2023 will serve as a platform for technical experts, (project) managers, and leaders for gaining an excellent overview of the state-of-the-art in modern software engineering. In order to do so, we will focus on cutting-edge techniques that have also proven to be successful in practical use.

Welcome to OOP 2023!

Jutta Eckstein

Program Chair OOP conference

CONTENTS

CONTACT

André Kollath
Head of Sales Software
Phone: +49 (0) 22 41 23 41 510
andre.kollath@sigs-datacom.de

CONFERENCE

Over 5 conference days with a 3-day trade exhibition, delegates, speakers, users and vendors will meet to discuss software technology challenges of the present and find solutions for the future.

For more than 30 years, OOP has been the meeting place for IT professionals and business professionals from the top 500 companies in the DACH region. Technical experts such as software architects, developers, DevOps experts, Agile Professionals, as well as IT managers and IT executives get an excellent overview of the current state of major topics where software meets business.

oop
software meets business

**SOFTWARE ARCHITECTURE:
NEW APPROACHES & FUNDAMENTALS**

**SOFTWARE ARCHITECTURE SUCCESS
STORIES**

**DEVOPS - THE BALANCE BETWEEN DEV
AND OPS**

DOMAIN-DRIVEN DESIGN MOVING FORWARD

THE STATE OF MODERN WEB DEVELOPMENT

TESTING & QUALITY

PRODUCT DEVELOPMENT IN BALANCE

LEADERSHIP

**SUSTAINABILITY - RESPONSIBLE STEPS
INTO THE FUTURE**

SOCIAL INTEGRATION

**C++ AND PROGRAMMING OF EMBEDDED
SYSTEMS**

KEY FACTS

- Leading software architecture event in the German-speaking area
- 2,300 highly experienced professionals from the IT-departments of all industries
- 06. – 10. February 2023 | ICM München
- 3 days exhibition - 5 days programm
- 200+ talks and 11 tracks
- Average time at the conference ø 3,2 Tage
- Average time in the exhibition ø 4,3 Stunden
- More than 60 sponsors and partners

SOFTWARE ARCHITECTURE CONFERENCE

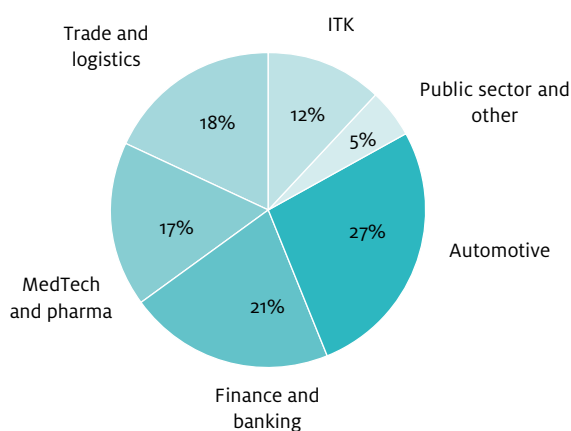## ICM MUNICH

06 – 10 FEBRUARY 2023

MARKETING

Take advantage of our marketing services:
One decision – **more than 1 million contacts!**

By participating in the OOP 2023, you will have an opportunity to connect with more than 1 million prospects even before the event begins. We will market and promote your presence at OOP 2023 via our multi-stage cross marketing campaigns.

Industry by Sectors

- ITK 12%
- Public sector and other 5%
- Automotive 27%
- Finance and banking 21%
- MedTech and pharma 17%
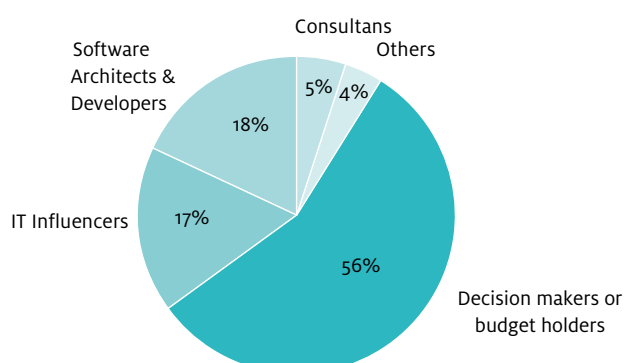- Trade and logistics 18%

Print Marketing

Advertisements and coverage in the magazines
- IT Spektrum (about. 22,000 digital subscribers),
- JavaSPEKTRUM (about. 10,000 digital subscribers),
- BI-SPEKTRUM (about. 10,000 digital subscribers)
- and German Testing Magazin (about. 60,000 digital subscribers)

Online Marketing

- Quantity distributed by e-mail:
  450,000 personalized addresses (multiple mailings)
- SEO/SEA campaigns, Google Adwords, Bing

Attendees by Job Titles

- Consultans 5%
- Others 4%
- Software Architects & Developers 18%
- IT Influencers 17%
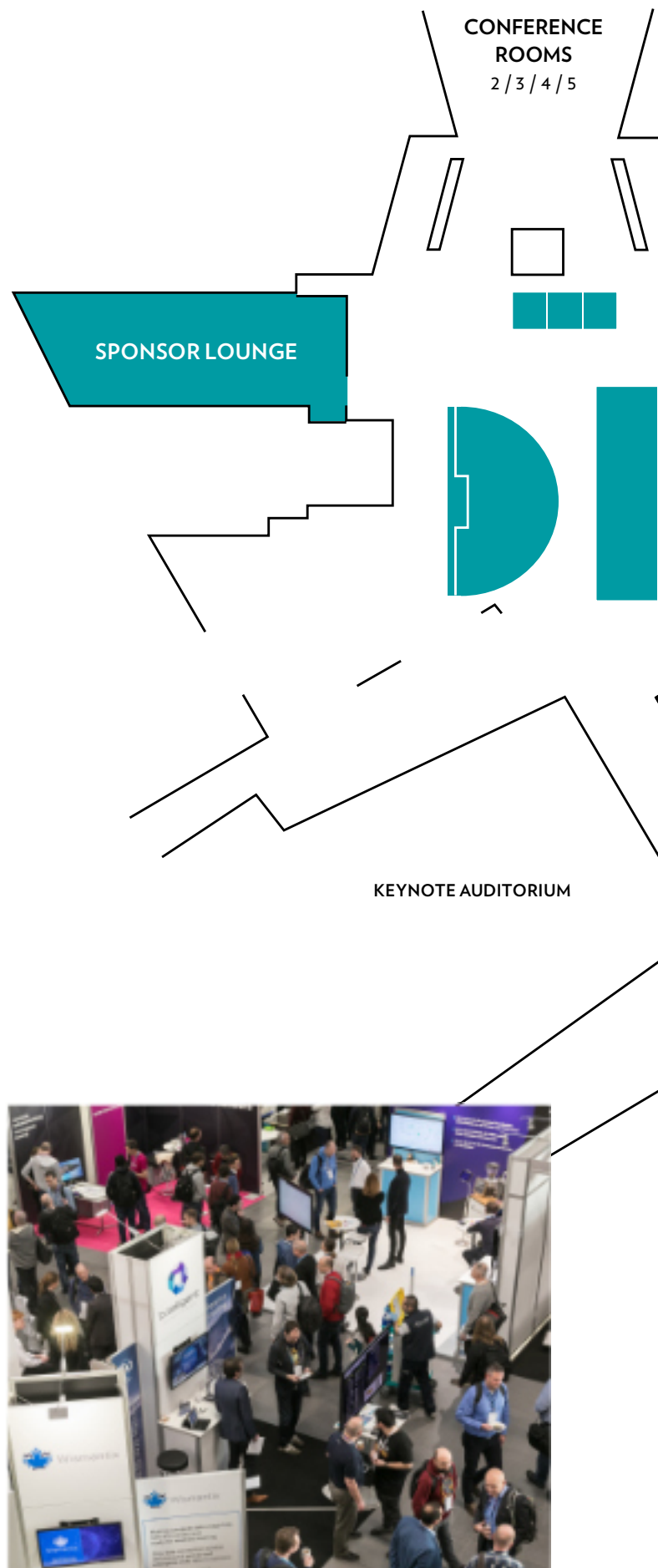- Decision makers or budget holders 56%
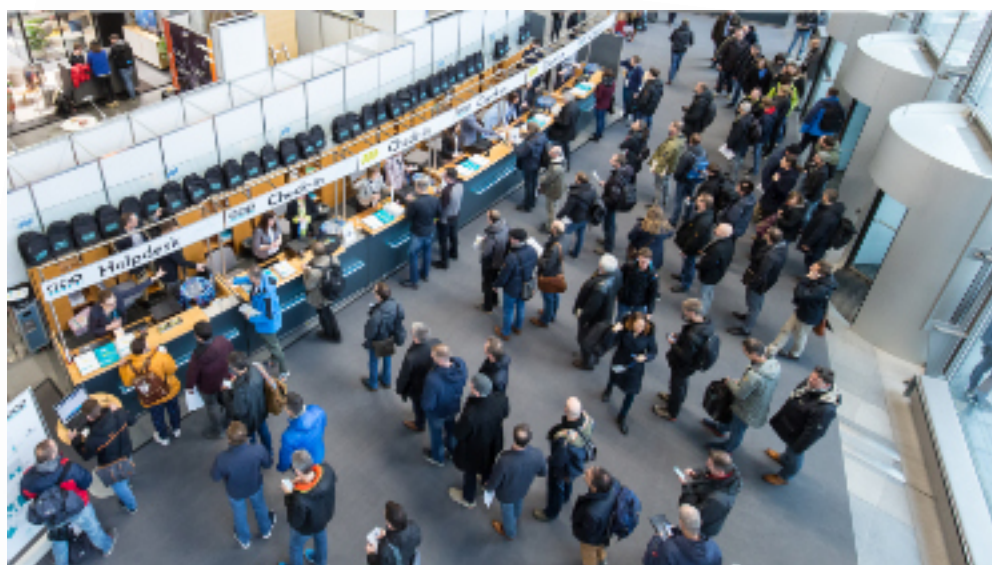
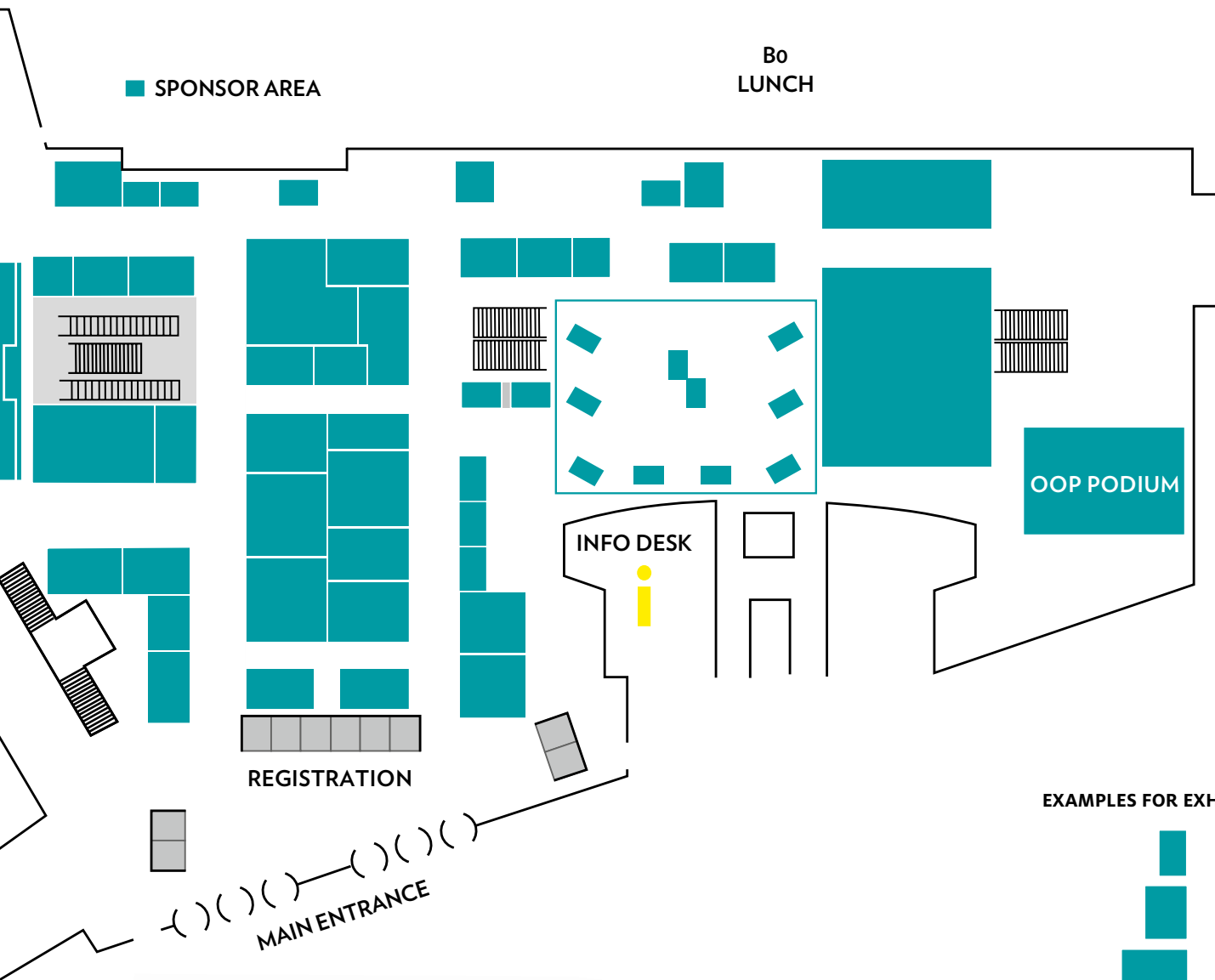## Social Media Marketing

- LinkedIn
- Xing
- Twitter
- Facebook

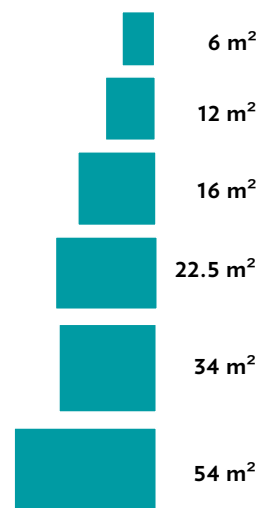- Our sponsors will be promoted on all social media channels

EXHIBITION

Become a sponsor or exhibitor

- Present your know-how to an exclusive target group: IT managers with budget responsibility & technical experts.
- Use the OOP as a networking platform and establish contacts with potential customers and employees, e.g. at our side and evening events. Create your own incentives to meet and discuss with our OOP delegates.
- Benefit from our marketing campaign in the run-up to the OOP conference - more than 1 million contacts
- Make your product or service the topic of the conference. With our specialist forums, special days, master classes, workshops and tutorials, we offer you numerous interesting presentation opportunities.
- Generate high-quality leads (GDPR compliant)

CONFERENCE ROOMS
2 / 3 / 4 / 5

SPONSOR LOUNGE

KEYNOTE AUDITORIUM

SPONSOR AREA

B0
LUNCH

OOP PODIUM

INFO DESK

REGISTRATION

MAIN ENTRANCE

EXAMPLES FOR EXHIBIT SIZES

6 m²

12 m²

16 m²

22.5 m²

34 m²

54 m²

OOP SPONSORING

	GOLD	SILVER	BRONZE
Exhibit Space	30 m² exhibit space for self-build booths (incl. daily cleaning)	18 m² exhibit space for self-build booths (incl. daily cleaning)	12 m² exhibit space for self-build booths (incl. daily cleaning)
Specials	Keynote	45-minute presentation in the in the context of the expert forum	45-minute presentation in the in the context of the expert forum
Logo Marketing	Your logo will appear on the following media formats: • on the conference badge • on the event banner in the exhibition hall • in the conference program • on the homepage of the website • in the conference app • in selected mailings	Your logo will appear on the following media formats: • on the event banner in the exhibition hall • in the conference program • on the homepage of the website • in the conference app • in selected mailings	Your logo will appear on the following media formats: • on the event banner in the exhibition hall • in the conference program • on the homepage of the website • in the conference app • in selected mailings
Advertisements	• 1/1 page 4c in ITspektrum or JavaSPEKTRUM Magazine	• 1/2 page 4c in ITspektrum or JavaSPEKTRUM Magazine	• 1/4 page 4c in ITspektrum or JavaSPEKTRUM Magazine
Company Profile	• on the website as gold sponsor • in the OOP conference app	• on the website as silver sponsor • in the OOP conference app	• on the website as bronze sponsor • in the OOP conference app
Conference Tickets	• 4 conference registrations (for all event days, incl. catering) • 25 % discount on the regular price for additional in-house registrations	• 3 conference registrations (for all event days, incl. catering) • 25 % discount on the regular price for additional in-house registrations	• 2 conference registrations (for all event days, incl. catering) • 25 % discount on the regular price for additional in-house registrations
Exhibitor Tickets	4 exhibitor tickets for exhibit support incl. catering	3 exhibitor tickets for exhibit support incl. catering	2 exhibitor tickets for exhibit support incl. catering
Price	**33,500.- €***	**20,500.- €***	**15,500.- €***

OPTIONAL

Booth	30 m² premium presentation booth, incl. rear and side walls with full-surface fabric covering, logo tower, power supply, lighting, carpet, full-surface printing	18 m² premium presentation booth, incl. back and side walls with full-surface fabric covering, logo tower, power supply, lighting, carpet, full-surface printing	12 m² premium presentation booth, incl. back and side walls with full-surface fabric covering, logo tower, power supply, lighting, carpet, full-surface printing
Equipment	Table with 4 bar stools (white), couch, 2 armchairs and coffee table, reception counter (lockable), storage room (1x1 m, lockable), 42 inch display with wall mounting	Table with 4 bar stools (white), couch, 2 armchairs and coffee table, reception counter (lockable), storage room (1x1 m, lockable), 42 inch display with wall mounting	Table with 4 bar stools (white), reception counter (lockable), storage room (1x1 m, lockable), 42 inch display with wall mounting
Other equipment	on request	on request	on request
Price	**8,450.- €***	**6,450.- €***	**4,450.- €***

* All prices plus VAT.
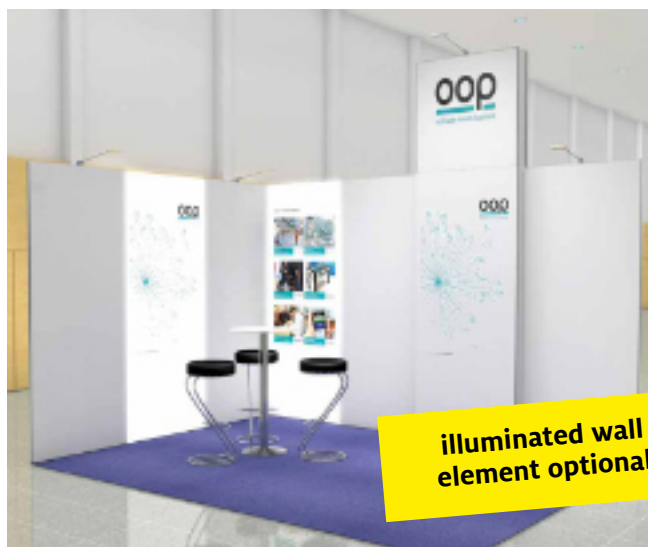
YOUR PRESENCE AS AN OOP EXHIBITOR

+ + + Booth size individually bookable + + +

BOOTH EXAMPLE 1 incl. equipment

- 12 sqm floor space
- Booth is equipped with rear and side walls with full-surface fabric covering, logo tower, power supply, lighting, carpet, table with 3 bar stools
- Logo tower and back wall fully printed in your corporate design
- Reception counter (lockable) and a 42 inch TV display (wall mounted) for your demos
- storage room (1x1 m, lockable)
- Price: **9,990.- €*** as corner booth / **9,690.- €*** as in-line booth

BOOTH EXAMPLE 2 incl. equipment

- 18 sqm floor space
- Booth is equipped with back and side walls with full-surface fabric covering, logo tower, power supply, lighting, carpet, table with 3 bar stools
- couch (2-seater), two armchairs and a coffee table
- Logo tower and back wall fully printed in your corporate design
- Reception counter (lockable), storage room (1x1 m, lockable) and two 42 inch TV-displays (wall mounted) for your demos
- Price: **14,990.- €*** as corner booth / **14,290.- €*** as in-line booth

illuminated wall element optional

In-line booth per sqm	**600.- €***
Corner booth per sqm	**660.- €***
Illuminated wall element per wall	**1,000.- €***

BUSINESS COUNTER

- 6sqm floor space
- Counter is equipped with back wall, power supply, lighting, bar stools, lockable base cabinet, company logo and graphic digital printing

Business counter	**4,500.- €***

EXHIBIT SPACE ONLY

- Bookable from 6 sqm exhibit space
- All equipment (walls, carpet, furniture, etc.) to be brought by the exhibitor
- Main connection for electricity will be provided by the operator of the venue (ICM) for a fee

In-line booth per sqm	**450.- €***
Corner booth per sqm	**510.- €***

* All prices plus VAT.

SPECIALIST FORUMS

TALKS & LEADS

Concept

Our expert forums offer you the opportunity to share your know-how with the OOP participants and provide you with the opportunity to become a major talking point of the OOP conference. In various rooms, you are invited to present your own program and be represented by your experts. We make the program available to our participants with a free registration. Invite your customers and interested parties free of charge.

Lead Generation (GDPR compliant)

All attendees of the expert forum presentations are registered when they enter, so that we can provide you with the participant list of your presentation after the OOP. Additional leads can be booked separately. The list includes name, address, company, job title, telephone number and e-mail address.

Your Benefits

• Present your know-how to an exclusive target group: software architects and developers as well as IT professionals with budget responsibility & technical experts

• Use the OOP as a networking platform and generate new contacts with new potential customers and new employees

• Capitalize on our marketing campaign in the run-up to OOP - 1,000,000 contacts reached

• With our expert forums, Special Days and Master Classes, we offer you numerous interesting presentation opportunities

• Generate high quality leads (GDPR compliant)

	EXHIBITOR PACKAGE	SPEAKER PACKAGE
Exhibition	• Business counter on the joint booth, equipped with bar stools, info desk, lockable cabinet, lighting and full-surface graphic digital printing • Individual position on the joint stand according to availability	
Talk	• 45-minute talk in the expert forum	• 45-minute talk in the expert forum

Logo Marketing	• Your logo is displayed
	  - on our website
	  - in our sponsor overview
		• Your logo is displayed
		  - on our website
		  - in our sponsor overview

Conference Tickets	• 1 Ticket "All Access" at your free disposal	• 1 Ticket "All Access" at your free disposal
Lead Generation	• Data Transfer of 50 participants (GDPR compliant) from your talk at the OOP conference	• Data Transfer of 25 participants (GDPR compliant) from your talk at the OOP conference
Price	7,500.- €*	2,950.- €*

Shared Services	• Up to five exhibitors: Seating group with four chairs • More than five exhibitors: Second seating group with four chairs • Coffee machine will be provided

* All prices plus VAT.

YOUR TOPICS IN OUR OOP EXPERT FORUMS

IT professionals deal with many different topics in their daily work. As a sponsor, use the platform of the OOP Expert Forums and present your perspective on what is currently happening in the IT market. For example, present your talk on the topics:

Best practices in software development
Software is the key component for the future for digitization. Here you will learn how good software is developed and how your current software development can be optimized. Good software brings your products to life.

Apache Kafka is a powerful, scalable, and fault-tolerant distributed streaming platform that made the "data in motion" paradigm a global phenomenon. While sustainable digital customer experiences are created on the front end, the back end must be able to implement sophisticated, software-driven workflows in real time.

Low-code programming and platforms
The low code approach allows applications to be developed up to ten times faster. Accordingly, your development times are significantly accelerated and your costs are drastically reduced. Demonstrate how you can strategically counter the current shortage of skilled resources with new best practices and user cases.

Programming languages and Best Practices
Python, Java Script, PHP, Java ... If you want to help drive the future of digitilization, you need to understand the major programming languages. So... what exactly are are the most important programming languages currently used by programmers, developers and software architects?

Machine Learning & Big Data Analytics
Present the potential of your current Machine Learning and Big Data applications to demonstrate more efficient data processing and analytics workflows. Discuss your new trends with our participants and the status quo of your current AI and Big Data applications.

Enterprise Agility
The requirement to 'agilize' not only agile development teams but also management and all supporting departments poses major challenges for companies. In particular, SAFe models for business agility are the central basis for successful implementation.

Cloud-native & Kubernetes
Kubernetes is not only a frequently used tool for software architects and administrators, but it is also increasingly used directly by application developers. When using Kubernetes in software development, however, some challenges have to be overcome.

YOUR TOPIC
IS NOT INCLUDED?

The IT market and its priority topics are constantly changing. Therefore, contact us directly and discuss your individual plans in order to present with us. **We will create the ideal platform for you within our OOP expert forums!**

PRESENTATION OPTIONS

Special Day/Master Class
(only possible as of bronze sponsorship)

- Workshop on a topic of your choice
- Announcement on our conference website
- Attendee list of 50 participants (GDPR compliant) from your Special Day
- Attendee list of 25 participants (GDPR compliant) from your Master Class
- The room will be provided by us

Special Day (half day)	**7,000.- €***
Master Class (one hour during lunch break)	**3,000.- €***

Webcast Production

- Recording of your talk
- Production of a webcast including live images and slides
- Original video file for free use
- Upload to the SIGS DATACOM YouTube channel
- Optional: Lead generation of 30 Leads (GDRP compliant)

Webcast Production	**2,500.- €***
incl. 25 Leads	**3,500.- €***

Video Interview

- 3 Minute Video-Interview
- Upload to the SIGS DATACOM YouTube channel
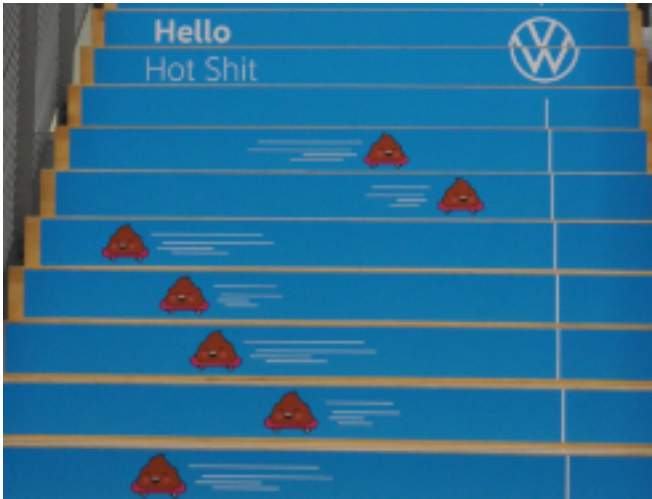- Original video file for free use

Video Interview	**2,000.- €***

SPECIAL SPONSORINGS

Windmaster
on the way to ICM (three pieces)

1,200.- €*

Floor Graphics
in the exhibition area (3 pieces per 1 sqm)

from 2,000.- €*

Balloon
(to optimize booth visibility)

1,550.- €*

Social Event Sponsor
(Foosball, Darts, Video Games and more)

from 2,500.- €*

Sponsor Coffee/Juice Bar

from 3,000.- €*

You have your own idea of a presentation at OOP?

**Then share your ideas with us.
We are open to new forms of your display.**

SPECIAL SPONSORINGS

EVENING EVENT

Networking

On the first evening of the Expo (Tuesday), the popular "IT get together" is held every year, followed by the Welcome Reception. In our Welcome Reception the exhibition booths are deliberately integrated into the event to offer you the opportunity to engage in conversation with our conference participants in a relaxed atmosphere. Take advantage of this attractive opportunity and offer food and/or drinks, attractive games and VR opportunities at your exhibition booth.

The following options are available:

Snacks and Live Cooking
• Snacks, main dishes or desserts are available at your booth, if required with service staff and/or cook
• You are officially named as a sponsor of the evening event

Price on request

Drinks and Cocktails
• Your booth will serve cocktails, beer or wine, if required with service staff or bar keeper
• You are officially named as a sponsor of the evening event
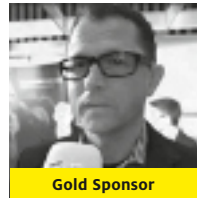• Our tip: Gin Bar, Smoothie Bar, …

Price on request

* All prices plus VAT.

REFERENCES

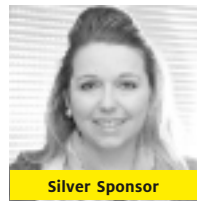## Exhibitor Statements – OOP 2019 & 2020

Robert Markhardt
Head of Professional Marketing,
Volkswagen AG:
„As one of the largest professional conferences in Germany, OOP offers an excellent opportunity to present our knowhow, our competencies and our working methods in the tech industry."
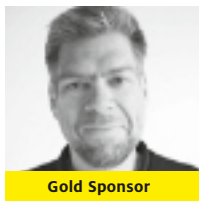
Gold Sponsor

Ralph de Wargny
Intel, Manager EMEA Software Channel Sales and Marketing:
„We want to present our solutions to technical experts from the enterprise environment. As one of Germany's largest software architecture & development conferences, the OOP is the ideal platform for this."
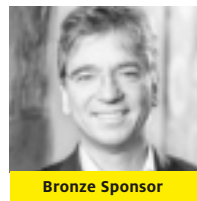
Gold Sponsor

Alexander Birke
Lead #AccentureAgile,
Accenture:
„The expert forums offer a very good opportunity to highlight the main points for specific topics."

Bronze Sponsor

Evi Schneider
Senior Marketing Managerin CEMEA,
Confluent:
„The OOP serves us not only as a fantastic presentation and contact platform, but also gives us the opportunity to get direct feedback from the Apache Kafka community."

Silver Sponsor

Stefan Tilkov
InnoQ Deutschland GmbH,
Geschäftsführer:
„The ability to attract so many attendees with interesting topics each year is a truly remarkable achievement."

Gold Sponsor

Johannes Weigend
Chief Architect, Managing Director and co-founder,
QAware GmbH
„The OOP is the leading German conference of software architecture, agile methods and object orientation. We appreciate the long tradition and the high quality of the OOP speakers. Especially the combination of OOP and Code Days is interesting for us, because we share our practical knowledge with the community."

Bronze Sponsor

Some of our sponsors and exhibitors

accenture technology | AI|Spektrum | andrena OBJECTS | APPDYNAMICS | ATTUNITY | ATLASSIAN

axway | bitkom | bbv MAKING VISIONS WORK. | CAMUNDA | Capgemini | cegeka

CLOUDERA | confluent | Couchbase | CQSE | denodo DATA VIRTUALIZATION | embarc Software Consulting GmbH

HITACHI Inspire the Next | INNOQ | intel software | iSAQB | it-agile | ITECH PROGRESS

iteratec KOMPETENZ DIE ENTLASTET | Microsoft | NOVATEC | OPEN KNOWLEDGE | QAWARE SOFTWARE ENGINEERING | sogeti Part of Capgemini

sopra steria | SVA | tableau SOFTWARE | TESLA | VW | XL XebiaLabs Enterprise DevOps

OOP
software meets business

ORGANIZER / CONTACT DETAILS

SIGS DATACOM GmbH
Lindlaustraße 2c
53842 Troisdorf

Phone: +49 (0) 2241 23 41 100
info@ sigs-datacom.de
www.sigs-datacom.de

André Kollath
Phone: +49 (0) 2241 23 41 510
andre.kollath@sigs-datacom.de

SIGS DATACOM
FACHINFORMATIONEN FÜR IT-PROFESSIONALS