

Marketing and
media services

29th JANUARY-
2nd FEBRUARY
2024

oop
software meets business

**CONFERENCE FOR
SOFTWARE
ARCHITECTURE**

ICM MUNICH

WWW.OOP-KONFERENZ.DE



Jutta Eckstein

Program Chair OOP Konferenz

As Program Chair, Jutta Eckstein has overall responsibility for the technical quality of the OOP Conference. As a coach, consultant and trainer, she focuses on enabling agility and (social, economic and environmental) sustainability at the enterprise level.

EXPANDING HORIZONS

Software architecture knowledge is constantly evolving. Therefore, it is important for architects to stay up to date with new technologies, tools and programming languages. That's why this year's theme is "Expanding Horizons," because it's essential for technical experts and/or any leader to continuously learn about the latest developments and apply them to their own work.

By expanding their horizons, software architects can develop a broader range of problem-solving skills that can help them address complex challenges more effectively. Exposure to different approaches and techniques can help (technical) leaders develop creative and innovative solutions to problems.

In addition, our business requires collaboration with various stakeholders, including developers, analysts, project managers and customers. We need to continuously improve our communication and collaboration skills to leverage that of people with different backgrounds and perspectives. These skills enable us to develop a deep understanding of the business in which we operate. So broadening our horizons also means gaining knowledge of different domains and industries, which helps in developing systems that meet the unique needs of each business area.

That's why we're exploring the following questions at OOP 2024: What new technologies or trends might impact the software industry and how? How can we promote agility and adaptability in software architecture? What are the considerations for designing sustainable and environmentally friendly software systems? What is needed for leaders to attract and support the generations just entering the workforce? The 14 Track Chairs are creating inspiring tracks that offer answers to these questions. Here's a sneak peek at some of the tracks: we'll offer content focused on SUSTAIN-ABILITY, New Ideas in Product Ownership, and UX & RE and Leadership, among others. On the more technical side, we will also offer the following topics at OOP 2024: Embedding AI into your Products, Thinking DevOps Further, C++20 and C++23 and possible Alternatives, and Architecture - for Humans?

OOP 2024 serves as a platform for technical experts, (project) managers and executives to get an excellent overview of the state of the art in modern software engineering. In doing so, we rely on current techniques that have also proven themselves in practice.

Welcome to the OOP 2024!

Jutta Eckstein

Program Chair OOP Conference

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YOUR CONTACT PERSON



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THE CONFERENCE ON SITE

During 5 conference days with a 3-day trade exhibition, users and suppliers will meet to jointly develop solutions that equip companies for the software technology challenges of the present and the future.

For more than 30 years, OOP has been the meeting place for IT professionals and business experts from the top 500 companies in the DACH region. Technical experts such as software architects, experienced developers, requirements engineers, testers as well as IT managers and IT executives get an excellent overview of the state of the art in the interaction between software and business.



SOFTWARE ARCHITECTURE - SYSTEMATICALLY HANDLING QUALITY ATTRIBUTES

ARCHITECTURE – FOR HUMANS?

EMBEDDING AI INTO YOUR PRODUCTS: PRACTICAL APPLICATIONS OF FOUNDATION MODELS

DOMAIN-DRIVEN DESIGN EXPANDS OUR HORIZONS

THINKING DEVOPS FURTHER

SHAPING THE FUTURE: OVERCOMING BOUNDARIES WITH NEW IDEAS IN PRODUCT OWNERSHIP, UX & REQUIREMENT ENGINEERING

TESTING & QUALITY

SOCIAL INTEGRATION

SUSTAIN-ABILITY

C++20 AND C++23 AND POSSIBLE ALTERNATIVES

LEADERSHIP

KEY FACTS

- Leading event for software architecture and development in the DACH region
- Up to 2,500 visitors with highly professional IT backgrounds were on site by 2020
- 29th January to 2nd February at the ICM Munich
- 3 days exhibition - 5 days program
- Over 200 presentations in 9 parallel tracks
- Time spent in the exhibition ø 4.3 hours

CONFERENCE FOR SOFTWARE ARCHITECTURE

ICM
MUNICH

29th January to
2nd February
2024

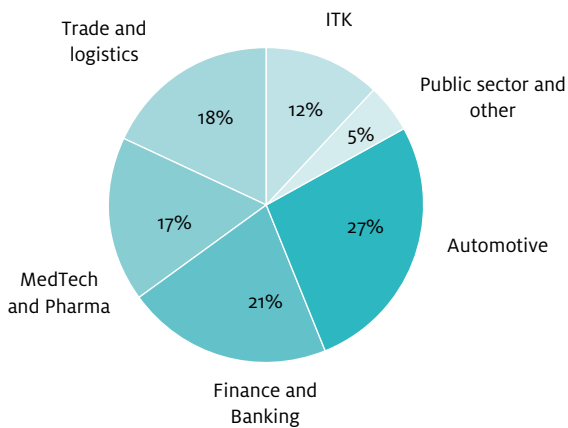
MARKETING

Benefit from our marketing measures: One decision - **over 450,000 contacts!**

By participating in OOP 2024, you will reach valuable software contacts even before the event begins, and we will target them in multi-level marketing campaigns.



Sectors



Print Marketing

Advertisements and reporting in the trade magazines

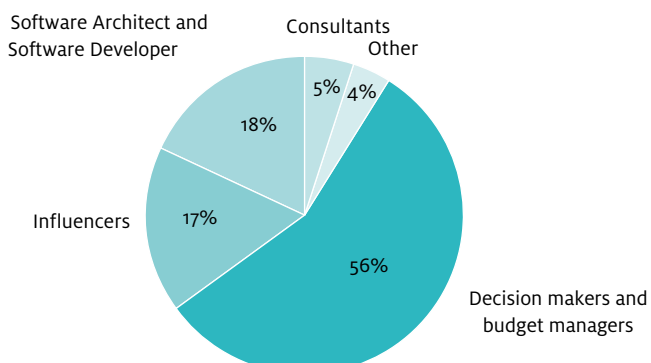
- IT Spektrum (approx. 22,000 digital subscriptions)
- JavaSPEKTRUM (approx. 10,000 digital subscriptions)
- German Testing Magazin (approx. 60,000 digital subscriptions)

Conference Program

The OOP 2024 conference program will be printed with a circulation of 200,000 copies and distributed through the following channels:

- IT Spektrum and JavaSPEKTRUM
- Heise Medien, such as c` t und iX
- Personalized mailing

Job titles



Online Marketing

- Personalized newsletters & emailings
- SEO/SEA campaigns, Google Adwords, Bing
- Promotion via the platform Heise.de

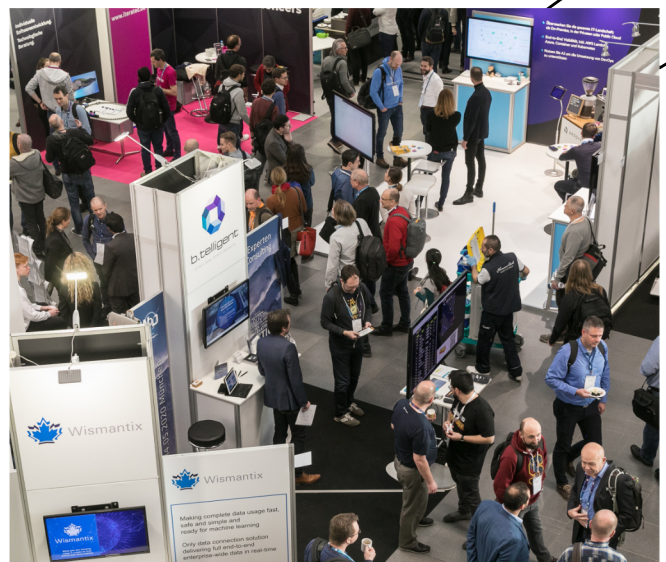
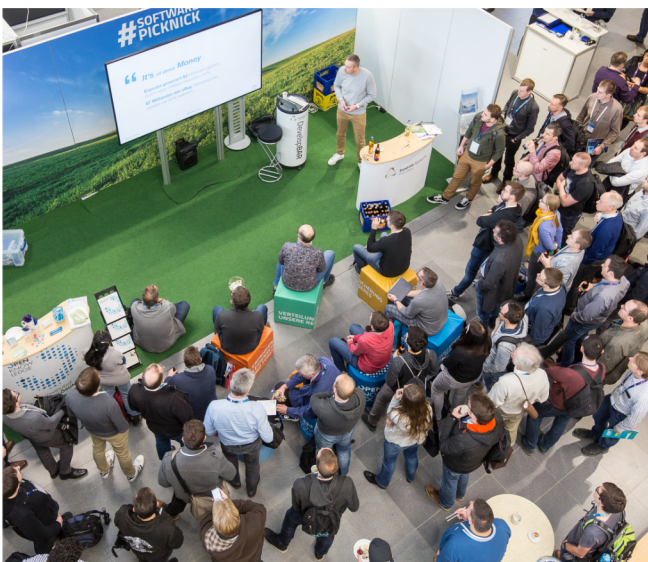
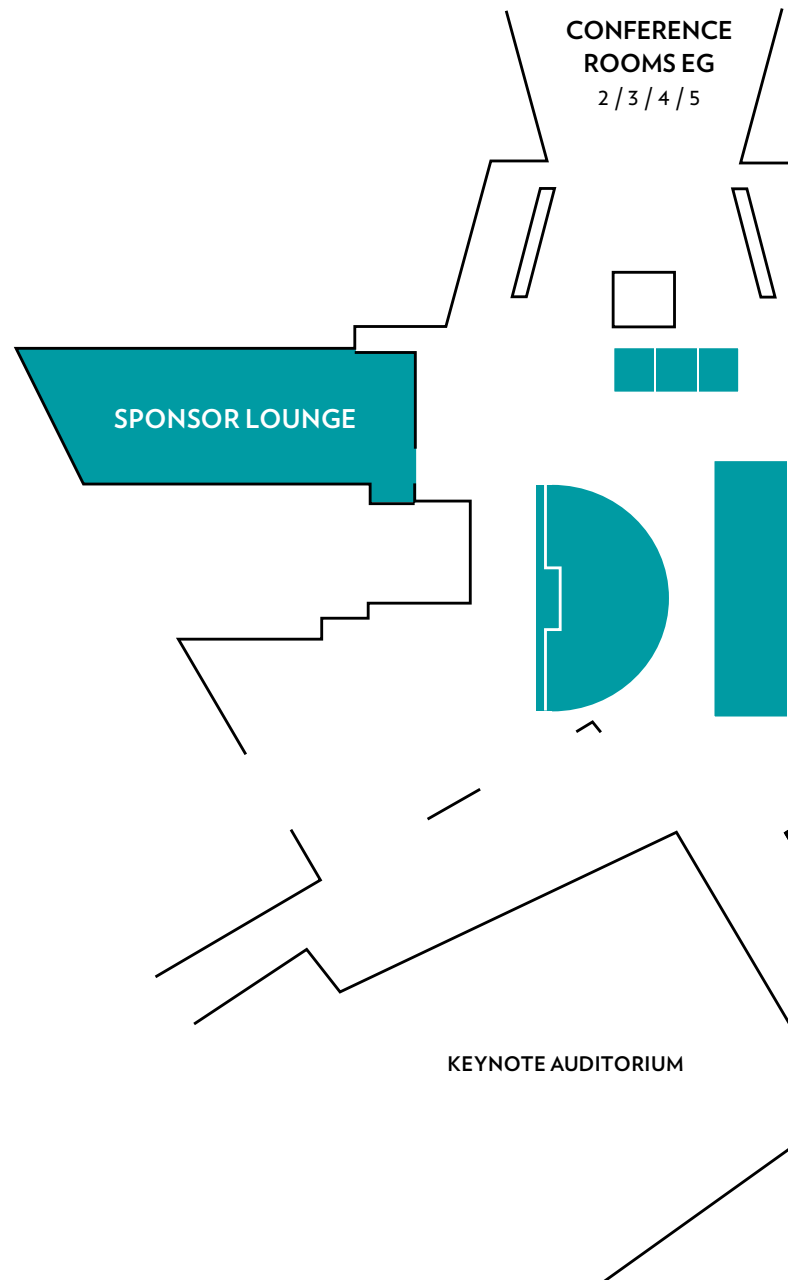
Social Media Marketing

- LinkedIn
- Xing
- Twitter
- Facebook
- Instagram

EXHIBITION

Become a sponsor or exhibitor

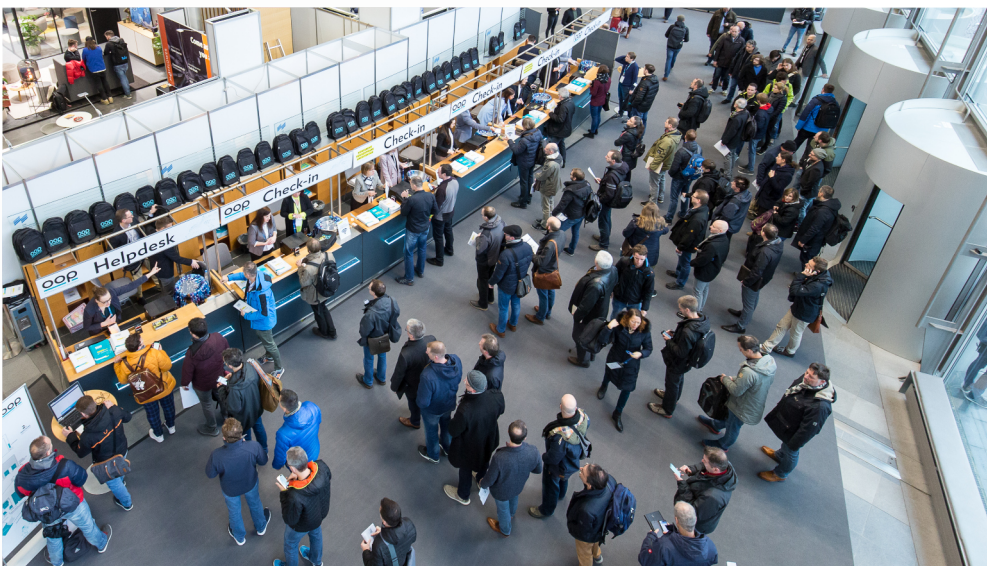
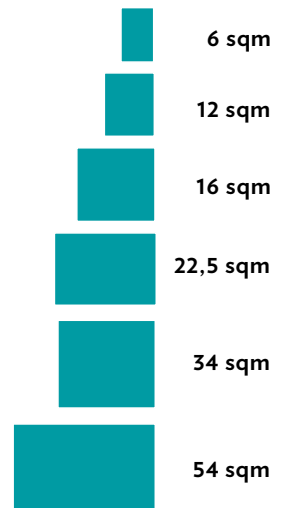
- Present your know-how to an exclusive target group: IT professionals with budget responsibility & technical experts
- Use OOP as a networking platform and establish contacts with potential customers and employees, e.g. at our side and evening events, and thus create your own incentives for exchange with the participants
- Benefit from our marketing campaign in the run-up to OOP - over 450,000 contacts reached
- Make your product or service the theme of the conference. With the expert forums, special days, master classes, workshops and tutorials, we offer you numerous interesting presentation opportunities
- Generate high-quality leads (GDPR compliant)



■ BUILDABLE AREA



EXAMPLES OF STAND SIZES



OOP SPONSORING

	GOLD	SILVER	BRONZE
Floor space	30 sqm stand space (for your own stand construction)	18 sqm stand space (for your own stand construction)	12 sqm stand space (for your own stand construction)
Specials	Keynote	45-minute lecture in the within the framework of the expert forum	45-minute lecture in the within the framework of the expert forum
Leads	Lead scanner for your booth	Up to 50 leads from your presentation and lead scanner for your booth	Up to 50 leads from your presentation and lead scanner for your booth
Logo marketing	Your logo will appear on the following media: <ul style="list-style-type: none"> • in all mailings for application • on the homepage of the website • in the sponsor overview 	Your logo will appear on the following media: <ul style="list-style-type: none"> • in all mailings for application • on the homepage of the website • in the sponsor overview 	Your logo will appear on the following media: <ul style="list-style-type: none"> • in all mailings for application • on the homepage of the website • in the sponsor overview
Ad marketing	1/1 page 4c in IT Spektrum or JavaSPEKTRUM Magazine	1/2 page 4c in IT Spektrum or JavaSPEKTRUM Magazine	1/4 page 4c in IT Spektrum or JavaSPEKTRUM Magazine
Company profile	On the website as a gold sponsor	On the website as a silver sponsor	On the website as a bronze sponsor
Conference tickets	5 conference registrations (for all event days, incl. catering) 25 % discount on the normal price for additional in-house registrations	4 conference registrations (for all event days, incl. catering) 25 % discount on the normal price for further in-house registrations	3 conference registrations (for all event days, incl. catering) 25 % discount on the normal price for further in-house registrations
Digital Conference Bag	3 files (video, eBook, whitepaper) up to max. 50 MB	2 files (video, eBook, whitepaper) up to max. 30 MB	1 file (video, eBook, whitepaper) up to max. 15 MB
Price	35,500.- €* 	22,500.- €* 	17,500.- €*

OPTIONAL

Stand construction	30 sqm premium presentation stand, incl. back and side walls with full-surface fabric covering and full-surface printing, logo tower, power supply, lighting, carpet, table with 3 bar stools	18 sqm premium presentation stand, incl. back and side walls with full-surface fabric covering and full-surface printing, logo tower, power supply, lighting, carpet, table with 3 bar stools	12 sqm premium presentation stand, incl. back and side walls with full-surface fabric covering and full-surface printing, logo tower, power supply, lighting, carpet, table with 3 bar stools
Other stand equipment	Upon request	Upon request	Upon request
Price	from 5,250.- €* 	from 3,150.- €* 	from 2,250.- €*

YOUR PRESENCE AS AN OOP EXHIBITOR

For all exhibitors of OOP:
company logo, name and
profile listed on the website

+++ Stand size individually bookable +++

STAND EXAMPLE 1 incl. equipment

- 9 sqm stand area
- Stand is equipped with back and side walls with full-surface fabric covering, power supply, lighting, carpet, table with 4 bar stools
- Back wall (3 elements) fully printed in your corporate design
- Computer workstation (lockable)

Price: **7,586.- €***



Row or corner stand per sqm
(subject to availability) **790.- €***

STAND EXAMPLE 2 incl. equipment

- 12 sqm stand area
- Stand is equipped with back and side walls with full fabric covering, power supply, lighting, carpet, table with 4 bar stools
- Logo tower and a back wall (4 elements) fully printed in your corporate design
- Computer workstation (lockable), and a 42 inch TV display (on stand) for your demos
- storage room (1x1 m, lockable)

Price: **10,712.- €***



Row or corner stand per sqm
(subject to availability) **790.- €***

STAND EXAMPLE 3 incl. equipment

- 18 sqm stand area
- Stand is equipped with back and side walls with full fabric covering, power supply, lighting, carpet, table with 4 bar stools
- Logo tower and a back wall (6 elements) fully printed in your corporate design
- Computer workstation (lockable), storage room (1x1 m, lockable) and two 42 inch TV displays (wall-mounted), couch (2-seater), two armchairs and a coffee table

Price: **16,928.- €***



Row or corner stand per sqm
(subject to availability) **790.- €***

BUSINESS COUNTER

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



Business Counter **4,950.- €***

PURE FLOOR SPACE

- Bookable from 6 sqm stand space
- All equipment (walls, carpet, furniture, etc.) must be brought by the exhibitor
- Main connection for electricity will be provided by the venue operator (ICM) at a charge

Row or corner stand per sqm
(subject to availability) **615.- €***

EXHIBITOR PACKAGE & OOP TRADE FORUMS

YOUR ON-SITE PRESENCE AT THE OOP

	EXHIBITOR PACKAGE	SPEAKER PACKAGE
Floor space	6 sqm stand space	
Stand construction	Business counter equipped with bar stool, info desk, lockable cabinet, lighting and full-surface graphic digital printing	
Specials	45-minute lecture in the context of the expert forum	45-minute lecture in the context of the expert forum
Leads	Up to 50 leads from your presentation	Up to 25 leads from your presentation
Logo marketing	Your logo will appear on the following media: <ul style="list-style-type: none"> • in selected mailings for application • on the website • in the exhibitor overview 	Your logo will appear on the following media: <ul style="list-style-type: none"> • in selected mailings for application • on the website • in the exhibitor overview
Company profile	On the website as exhibitor	On the website as partner
Conference tickets	1 conference registration (for all event days, incl. catering) 25 % discount on the normal price for further in-house registrations	1 conference registration (for all event days, incl. catering) 25 % discount on the normal price for further in-house registrations
Price	8,250.- €* 	3,550.- €*

OOP EXPERT FORUM

Concept

With the expert forums, we offer you the opportunity to make your know-how the topic of the conference. In various rooms, you can help determine the lecture program and be represented by an expert. We make the lecture program available to participants with a free registration. So invite your customers and interested parties free of charge.

Lead generation (GDPR compliant)

All visitors to the technical forum presentations will be recorded as they enter, so that we can provide you with the list of participants for your presentation after the OOP.

Your advantages

- 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 establish contacts to potential customers
- Benefit from our marketing campaign in the run-up to OOP - 450,000 contacts reached
- Make your product or service the topic of the conference. With our expert forums, Special Days and Master Classes, we offer you numerous interesting presentation opportunities
- Generate high quality leads (GDPR compliant)



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 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 Through low code approach, applications can be developed up to ten times faster. Accordingly your development times are significantly accelerated and your costs are drastically reduced. Show how you can new best practices and user cases to strategically counter the current shortage of specialist resources can do.

Programming languages and their fields of application Python, Java Script, PHP, Java... If you want to help drive the future of digitization, you need to understand the currently important programming languages. What are the most important programming languages currently used by programmers, developers and software architects?

Machine Learning & Big Data Analytics Present your potentials from your current Machine Learning and Big Data applications to demonstrate more efficient data processing and analytics processes. Discuss with our attendees about new trends and the status quo of your application possibilities of AI and Big Data.

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 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 top topics are constantly changing. Therefore, contact us directly and coordinate your individual presentation title with us. **We will create the right and suitable platform for you in the OOP expert forums!**

SPECIAL SPONSORINGS



Lead scanner
(for scanning your contacts at the booth)

950.- €*



Popcorn machine
(at your booth incl. consumables)

1,150.- €*



Soccer table
(at your booth, incl. branding)

1,250.- €*



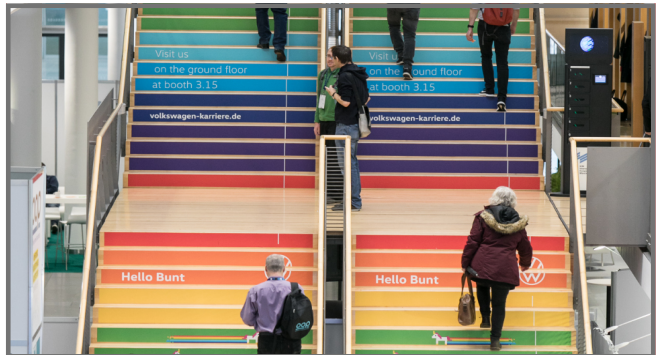
Windmaster
(3 pieces, on the way to the ICM)

1,500.- €*



Speedkicker
(at your booth, incl. branding)

1,950.- €*



Floorgraphics
(3 pieces, 1 sqm each, in the exhibition)

2,500.- €*



Sponsor coffee/juice bar
(at your booth, incl. branding)

3,900.- €*

The various benefits of special sponsorships:

- Easy capture of contact information
- Attention on the way to the exhibition site or in the exhibition
- Attention at your booth
- Unique selling proposition and crowd puller
- First contact with fun or enjoyment factor

* All prices plus VAT

SPECIAL SPONSORINGS



EVENING EVENT

Networking

On Tuesday evening, the popular **Welcome Reception** of OOP will take place again. Here, the exhibition booths are deliberately integrated into the event to give you the opportunity to engage in conversation with conference participants in a relaxed atmosphere. Take advantage of this attractive opportunity and offer a game, food and/or drinks at your exhibition booth.

Your advantages from the sponsorship to the Welcome Reception

- Attention at your stand
- Unique selling proposition and crowd puller
- Initial contact with fun or enjoyment factor
- Further discussions in an informal atmosphere

The following options are available:

Snacks and live cooking

- Snacks, main dishes or desserts are available at your stand ready, if necessary with service staff and/or cook
- You will be officially named as a sponsor of the evening event

Price: 3,900.- €*

Drinks and cocktails

- Your stand will serve cocktails, beer or wine, if necessary with a service person or bartender
- You will be officially named as a sponsor of the evening event

Preis: 3,900.- €*

PRESENTATION FORMATS

Special Day/Master Class

(only possible from bronze sponsorship)

- Vendor workshop on a topic of your choice
- Announcement on the conference website
- Transfer of up to 50 participant data (GDPR compliant) from your Special Day
- Transmission of up to 25 attendee data (GDPR compliant) from your Master Class
- The room will be provided by us



Special Day
(half day)

7,000.- €*

Master Class

(one hour, during the lunch break)

3,000.- €*

Webcast production

- Recording of your presentation
- Production of a webcast incl. live image and slide set
- Original video file for free use
- Upload in the SIGS DATACOM YouTube channel
- Optional: generation of 25 leads (GDPR compliant)



Webcast production

2,500.- €*

incl. 25 leads

3,500.- €*

Video interview

- 3 minutes video interview
- Upload to OOP YouTube Channel
- Original video file for free use



Video interview

2,000.- €*

SPONSORS OF THE LAST YEARS

Gold Sponsors



CONFLUENT

intel[®]software



Microsoft



Silver Sponsors



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MATERNA
Information & Communications

OPEN
KNOW
LEDGE

PROFI
Innovative IT-Lösungen

QAWARE
SOFTWARE ENGINEERING

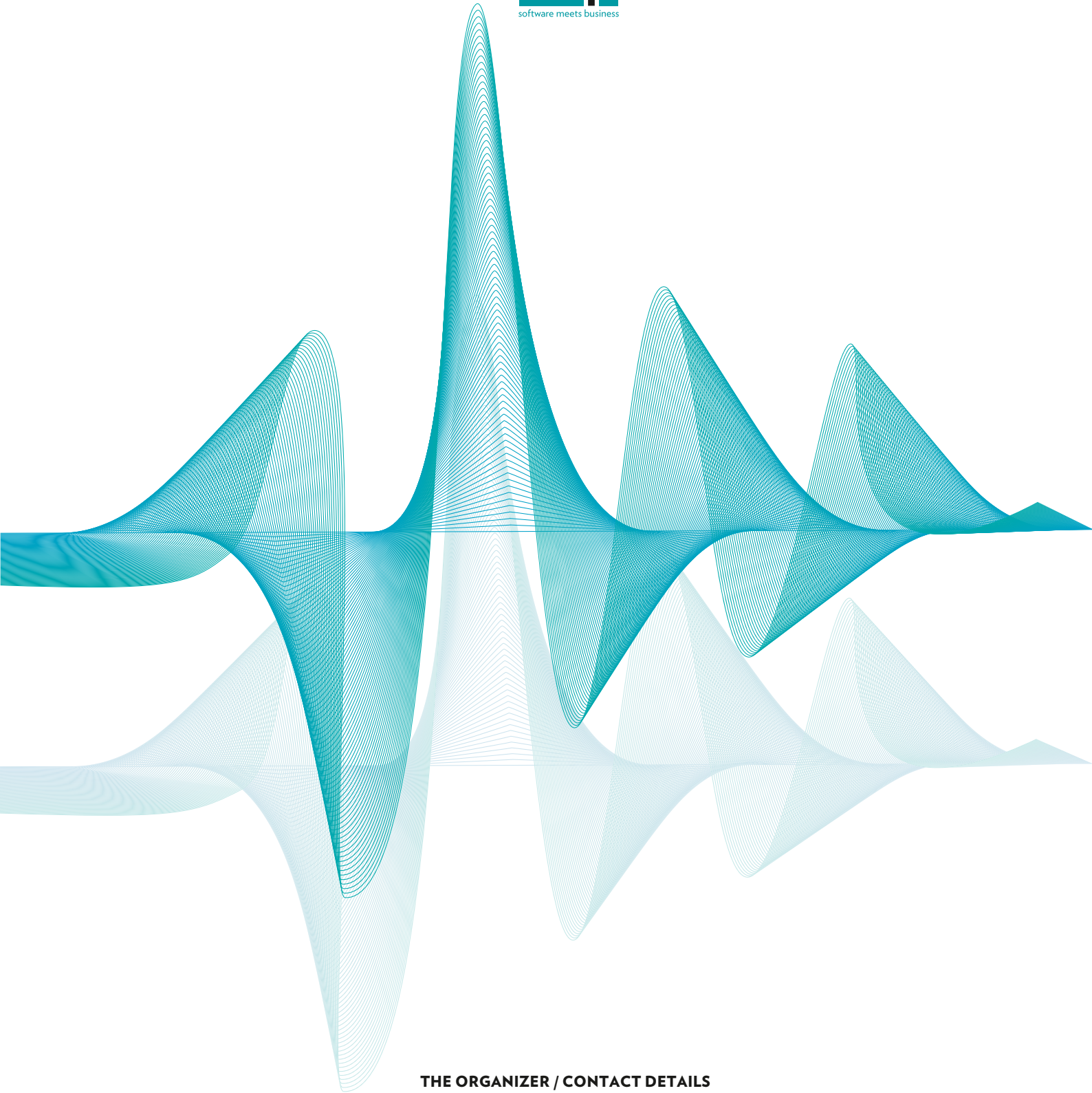
solace



SVA



ZEISS



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