OOP

empower business

conference for
software architecture
by heise

Media Services

10-13 February 2026
MOC Munich

oop-konferenz.de/en

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Introduction

Empower business

The countdown is on: OOP opens its doors at the MOC Munich from 10-13 February 2026! Be there with your company when over 1,000 IT professionals meet again for one of the most important events in the software and IT industry. The four-day conference and the accompanying three-day trade exhibition offer the ideal setting for exchanging ideas about technological innovations and solutions for current and future challenges.

What's new next year? OOP is moving from the ICM to the modern MOC Munich. The new location will bring a breath of fresh air, more flexibility and an environment that promotes dialogue, interaction and innovation. Highlights such as the Welcome Party, the legendary IT regulars' table and a carnival party create exceptional networking opportunities – with Rhineland charm!

Why be a sponsor? The OOP offers you an excellent platform to make your brand visible, attract new customers and make valuable contacts. You will meet a high-calibre specialist audience: software architects, developers, testers, requirements engineers and IT managers from user companies. Use this direct line to your target group.

Your participation strengthens your market position, creates differentiation from the competition and can even generate media attention. In short: OOP by heise is an investment in visibility, networking and to empower business.

We look forward to seeing you at the MOC Munich. Let's shape the future of software technology together!

Viktor Paland
Director OOP Conference

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Welcome

OOP 2026.
Empower business.

IT professionals with a wealth of experience and a tireless appetite for ideas have been meeting at OOP – the conference for software architecture – for 35 years. An annual gathering to design solutions for the software technology challenges of the future. Over four conference days, you will receive a highly topical overview of developments at the interface between software and business.

Key facts
– 10-13 February 2026
– Leading event for software architecture and development in the German-speaking region
– Trade exhibition for sponsors from 11-13 February 2026
– More than 1,000 participants with a highly professional IT background
– Over 120 presentations in 7 parallel tracks

10-13 February 2026
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The main topics in 2026

Software & system architecture

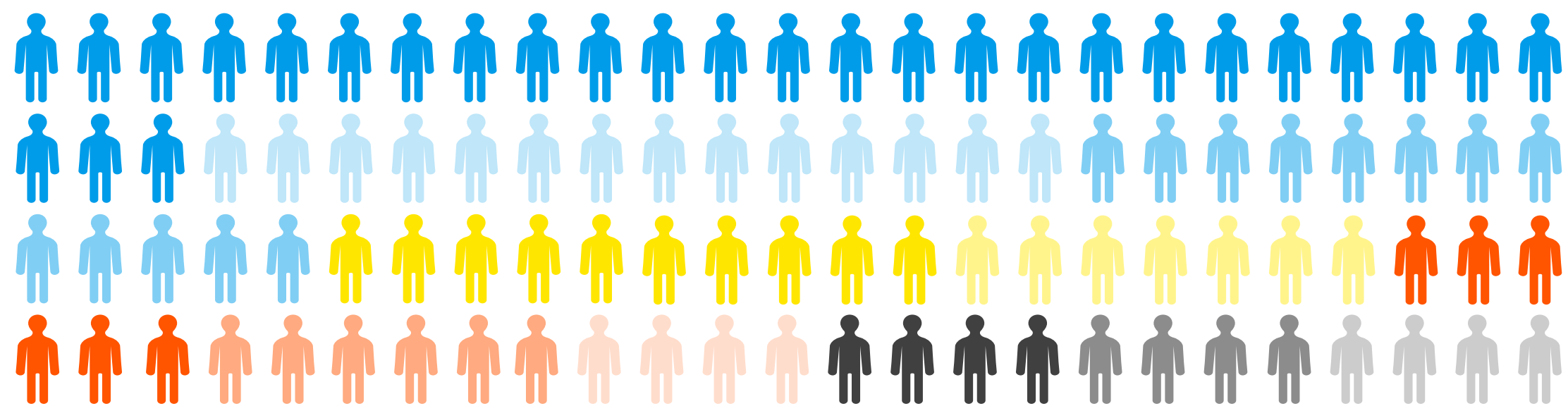**Platform & technical excellence**

AI & innovation

Product development & UX

Agile & organisational transformation

Domain-specific design & strategic modelling

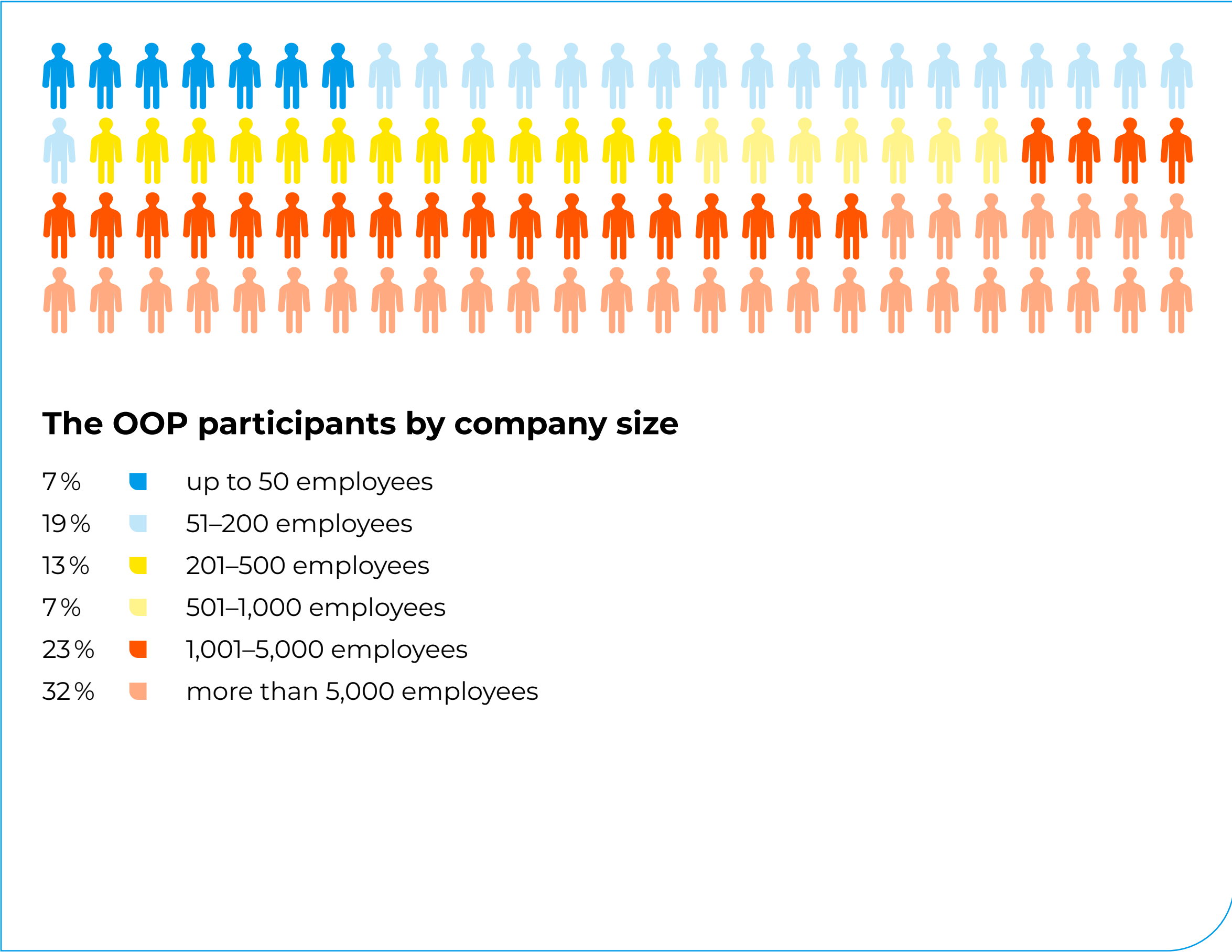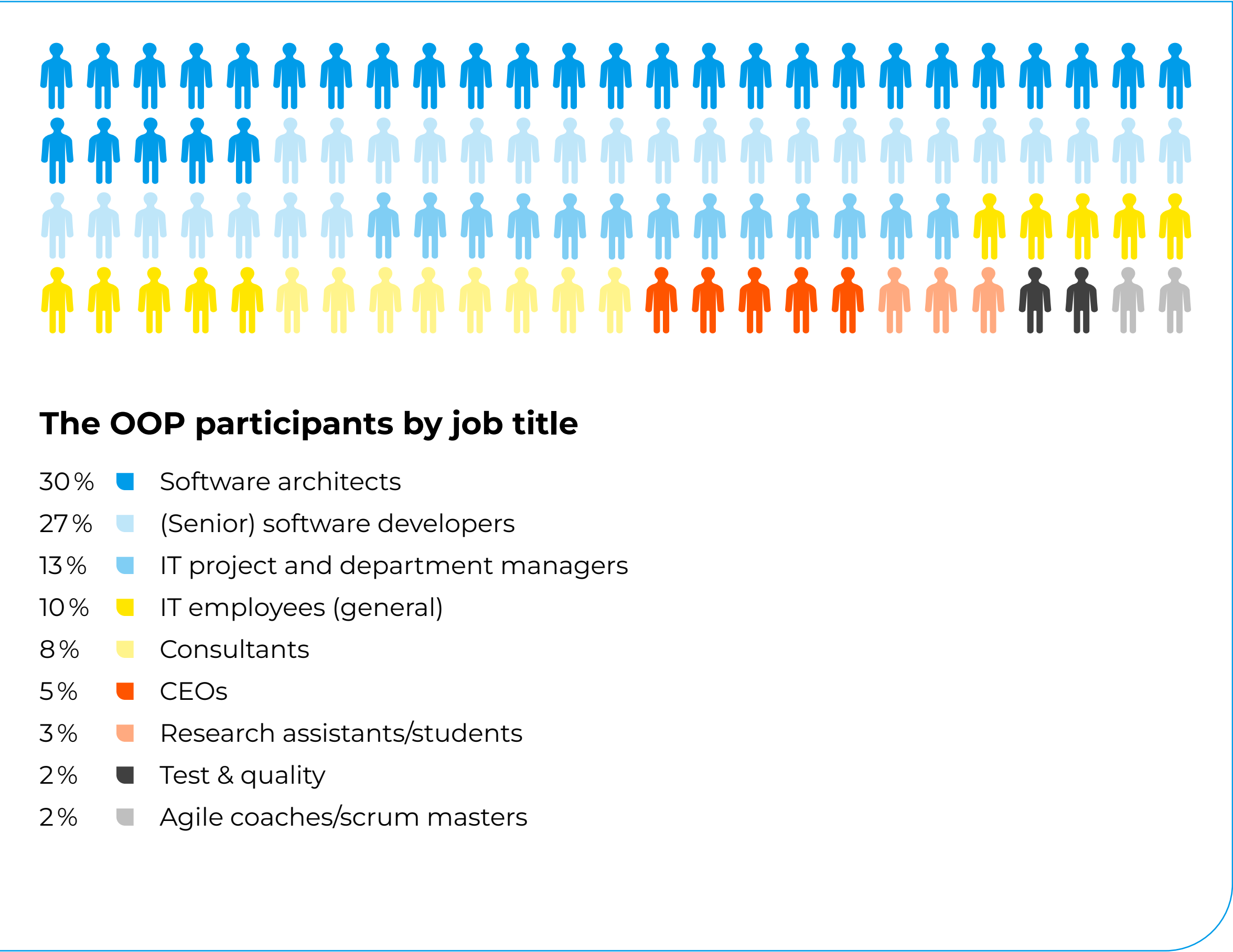# Meet these IT professionals at the OOP

The OOP participants by sector

28%	■	IT | Telecommunications
14%	■	Industry | Production | Chemistry
13%	■	Services | Consulting
10%	■	Financial services | Banking | Insurance
7%	■	Public sector | Authorities | Utilities
6%	■	Automotive
6%	■	Trade | Logistics
4%	■	Education | University | Research
4%	■	Medicine (technology) | Pharmaceuticals
4%	■	Mechanical engineering
4%	■	Other*

*Media industry, catering, tourism, leisure and others

Target groups

At OOP, you can get your message across to relevant IT decision-makers

The OOP participants by job title

30 %	■	Software architects
27 %	■	(Senior) software developers
13 %	■	IT project and department managers
10 %	■	IT employees (general)
8 %	■	Consultants
5 %	■	CEOs
3 %	■	Research assistants/students
2 %	■	Test & quality
2 %	■	Agile coaches/scrum masters

The OOP participants by company size

7 %	■	up to 50 employees
19 %	■	51–200 employees
13 %	■	201–500 employees
7 %	■	501–1,000 employees
23 %	■	1,001–5,000 employees
32 %	■	more than 5,000 employees

Exhibition

The established place to empower business

Software architects, developers and IT project managers flock to OOP every year. IT professionals from all industries find a platform here to tackle the pressing future issues of software and business together – and to drive and shape change.

Your benefits as a sponsor:
- **Exclusive target group: IT professionals and decision-makers**
- **Networking platform** with direct contact to potential customers and employees
- **Exchange at eye level** at our attractive side and evening events
- Enormous reach in advance through our marketing campaigns – over 500,000 contacts
- Numerous presentation opportunities for your products and/or services in the Specialist Forums, Special Days and much more
- High-quality leads (GDPR-compliant)

Sponsoring packages

|	Platinum	Gold	Silver	Bronze	Speaker & Expo
Booths	30 m²	18 m²	12 m²	9 m²	Counter on a shared area
Special contents	Keynote or Special Day	Keynote or Special Day	Optional: Talk for € 900.-*	Optional: Talk for € 1.900.-*	30-minute presentation as part of the Specialist Forum
Add-on	✔ (see page 12)	✔ (see page 12)	✘	✘	✘
Evening event sponsor	✔ (see page 9)	Optional (see page 9)	✘	✘	✘
Online marketing	Ad bundle on www.heise.de	✘	✘	✘	✘
Onsite marketing	Floor graphics and railing advertising in the foyer	✘	✘	✘	✘
Logo marketing	✔	✔	✘	✘	✘
Leads	✔	✔	✔	✔	✘
Company profile	✔	✔	✔	✔	✔
Download area	✔	✔	✔	✔	✘
Conference tickets	8	5	4	3	3
Price	€ 49,900.-*	€ 29,900.-*	€ 16,900.-*	€ 9,900.-*	€ 4,900.-*

*All prices plus VAT.

Networking

Sponsoring evening events

The popular OOP Welcome Party will take place again on Wednesday evening. The booths are integrated into the event in such a way that participants and sponsors meet at eye level.

In a relaxed atmosphere and with a common goal: empower business. An attractive opportunity that you can enhance with a special at your booth – a game, food or drinks.
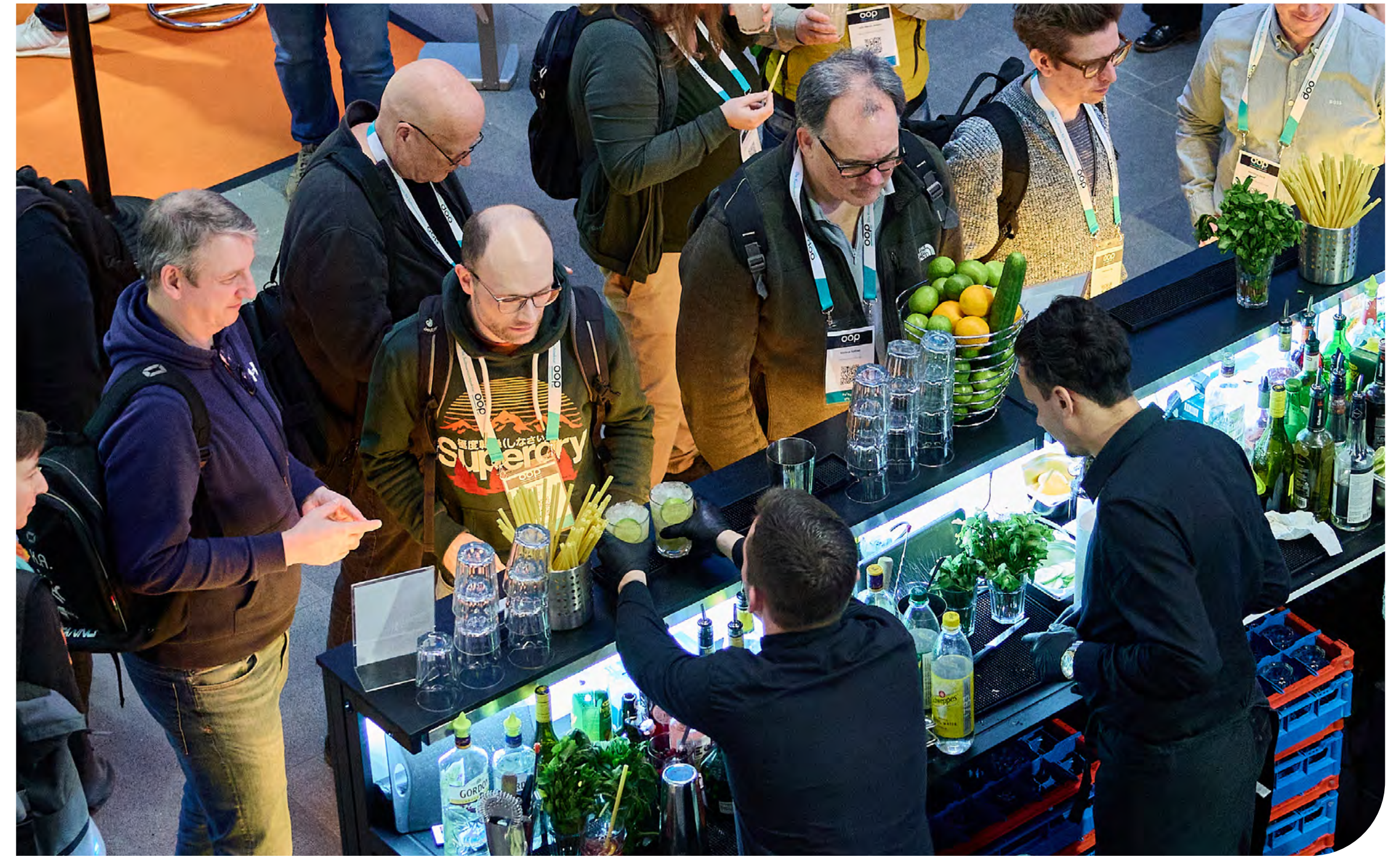
The following options are available

Your benefits from sponsoring evening events
– Attention at your booth
– Unique selling point and crowd puller
– First contact with fun or enjoyment factor
– Further discussions in a relaxed atmosphere

Snacks and live cooking
– Snacks, main courses or desserts are available at your booth, possibly with service staff and/or chef
– Official sponsor of the evening event

€ 3,900.-*

Drinks and cocktails
– Cocktails, beer or wine will be served at your booth, possibly with a waiter or bartender
– Official sponsor of the evening event

€ 3,900.-*

*All prices plus VAT.

Add-ons

Special Day
(only possible from silver sponsoring)
– Vendor workshop on a topic of your choice
– Announcement on the conference website
– Transmission of up to 50 participant data (GDPR-compliant) from your Special Day
– The room will be provided by us

Special Day (half day)   **€ 7,000.-***

Webcast production
– Recording of your presentation
– Production of a webcast incl. live image and slide set
– Original video file freely available
– Optional: generation of 25 leads (GDPR-compliant)

Webcast production   **€ 2,500.-***
25 leads included   **€ 3,000.-***

Video interview
– Coordination of the content of the catalogue of questions
– Approx. 5-minute video interview
– Post-production
– Original video file freely available

Video interview   **€ 2,000.-***

*All prices plus VAT.

Add-ons

Popcorn machine
– At your booth, branding incl.

€ 1,150.-*

Football table
– At your booth, branding incl.

€ 1,250.-*

Speed kicker
– At your booth, branding incl.

€ 1,950.-*

Prize game sponsoring
– Stamping station at your booth for OOP competition

€ 750.-*

Floor graphics
– Floor graphics in the MOC foyer on the ground floor

from € 450.-* per piece

Advertising banners
– Railing advertising space on the 1st floor in the atrium

€ 2,950.-*

Lead scan via app
– For scanning your contacts at the booth

€ 950.-*

The various advantages of the add-ons
– Easy lead capture
– Attention at your booth
– Unique selling point and crowd puller
– First contact with fun or enjoyment factor

*All prices plus VAT.

Premium Add-ons

Barista bar
for 3 exhibition days, staff incl.
- Different coffee variations with portafilter espresso machine
- Placement at your booth with light bar buffet module incl. LED lighting
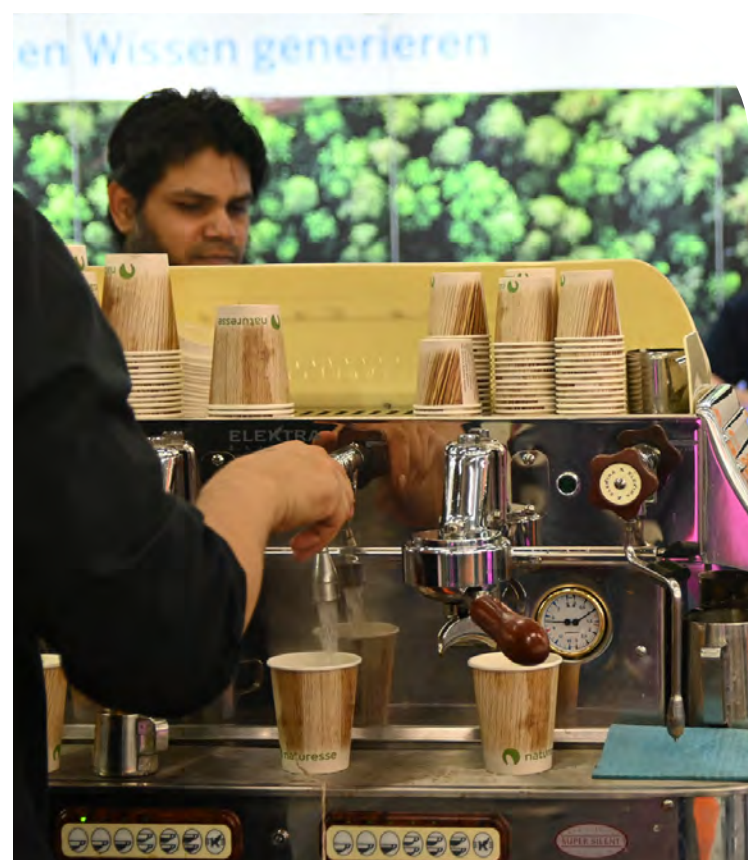
Smoothie bar
for 3 exhibition days, staff incl.
- Various juice creations (fruit and vegetables)
- Placement at your booth with light bar buffet module incl. LED lighting

Waffle stand
for 3 exhibition days, staff incl.
- Fluffy, sweet American-style waffles with various toppings
- Placement at your booth with light bar buffet module incl. LED lighting

Crêpe stand
for 3 exhibition days, staff incl.
- Sweet and savoury crêpes with various toppings
- Placement at your booth with light bar buffet module incl. LED lighting

Cocktail bar
for the evening of the OOP Welcome Party
- Wednesday, 11 February 2026, from 18:00
- Various gin and cocktail creations (also non-alcoholic)
- Placement at your booth with light bar buffet module incl. LED lighting

Prices on request

Promotion of the OOP Conference

Range made simple

As a sponsor of OOP by heise, you can reach over **500,000 IT professionals**.
That's half a million new and priceless contacts that we address in multi-stage marketing campaigns even before the event begins – and thus draw attention to you.

Print marketing and Out of Home
– Advertisements in iX and c't
– Inserts in iX and c't
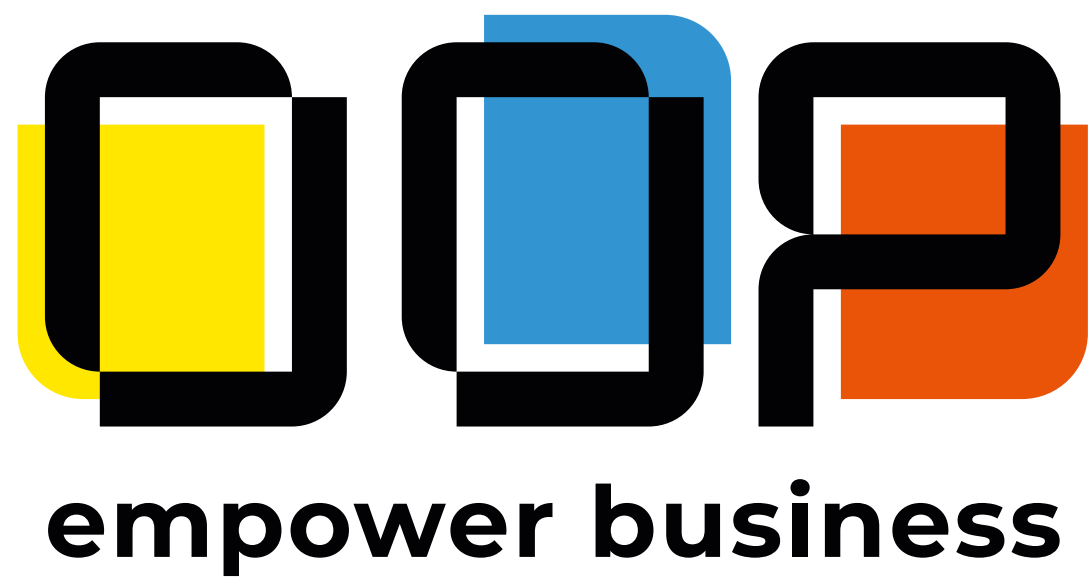– Presentation at heise conferences events October 2025 – January 2026

Online Marketing
– Display ads on ix.de, heise developer and sigs.de
– Newsletter adverts in ix and heise developer, IT Spektrum and JavaSPEKTRUM
– Campaigns on Google Ads and Microsoft Ads

Social media marketing
– Content campaigns on LinkedIn, heise and Meta (Facebook, Instagram)
– Paid content campaigns on LinkedIn, heise and Meta

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