



SELENIUMCONF & APPIUMCONF

2026

VALENCIA, SPAIN | MAY 6-8

Sponsorship
Prospectus



The Official Spanish Selenium & Appium Conference

Bringing together automated testing experts & practitioners from around the world

Sponsorship Opportunity

The Selenium Conference and Appium Conference return as a unified in-person event in May 2026 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 the hub for all tools, approaches, and communities in automation to come together, fostering collaboration and innovation across the industry.

Why Sponsor?

Selenium and Appium set the standards for web and mobile automation. The modern testing ecosystem has expanded around them to include powerful alternatives like Playwright and Cypress. For mobile, native frameworks like XCUITest and Espresso provide deep, platform-specific testing capabilities. With WebDriver-based tools like WebdriverIO and Nightwatch, this diverse suite of technologies fosters a dynamic and collaborative community of dedicated 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.

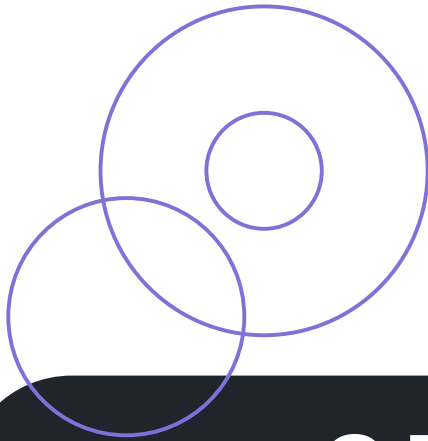


→ Take a look at the video from the 2025 edition ←

Why Sponsor?

- 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, XCUITest, Espresso, Playwright, Cypress, 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

The conference is promoted to a rich mix of national and international individuals:

01

Promotion via SeleniumConf, AppiumConf, Appium Project, and SeleniumHQ social media channels

02

Targeted email campaigns

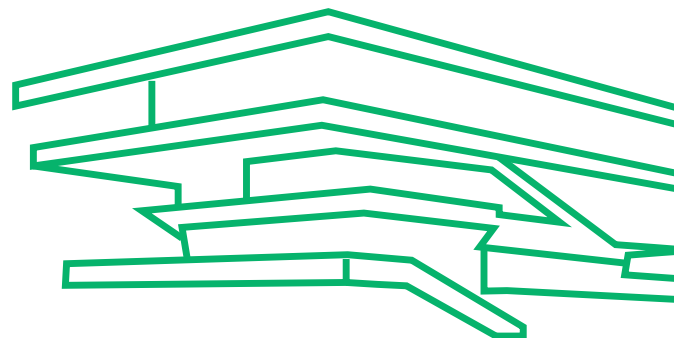
03

PR announcements

04

Community outreach

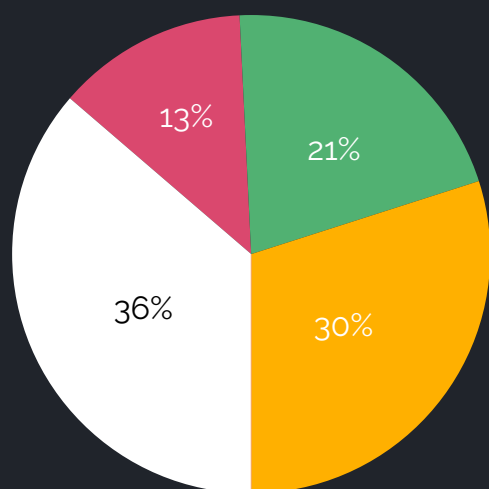
The earlier you commit, the sooner we can include your brand in our pre-conference promotional effort.





Attendee Profile

Attendees include software developers, QA engineers, SDETs, and test automation experts from the web and mobile ecosystems. The event is for any professional interested in learning about the new technologies and approaches shaping the automated testing space.



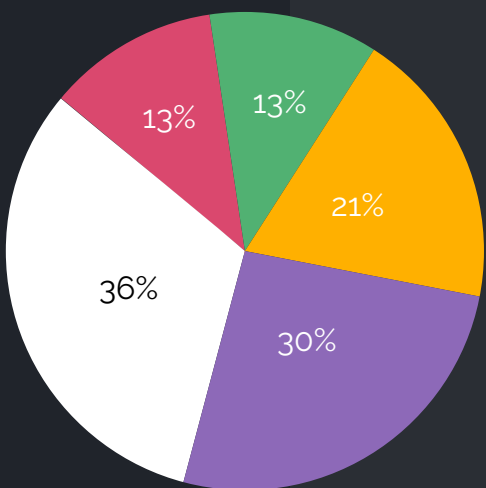
Previous attendees by job role

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

2025

Previous attendees by company size

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





Research

Selenium Slack Workspace Members: **14k**
SeConf YouTube subscribers **13.3k**
Total SeConf YouTube video views: **863k**
Avg. monthly visits to Selenium website: **573k**
Avg. monthly active Selenium users: **7.9M**



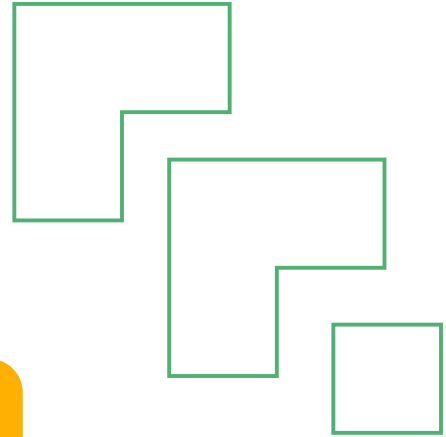
50 k

LinkedIn

32.1k

X, BlueSky and Mastodon

Marketing Timeline



1

Conference
launch

2

Call for
papers opens

3

Blind Early bird
tickets on sale

4

Keynote speakers
and workshops
announced

5

Early bird tickets on
sale

6

Sponsors announced

7

Full agenda published
and announced

8

Diversity scholarship
program announced

9

Last chance
tickets on sale

Sponsorship Packages

2026



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 allows your brand to engage directly with conference attendees and connect with the broader browser and mobile automation communities, enhancing your presence and influence across the industry.

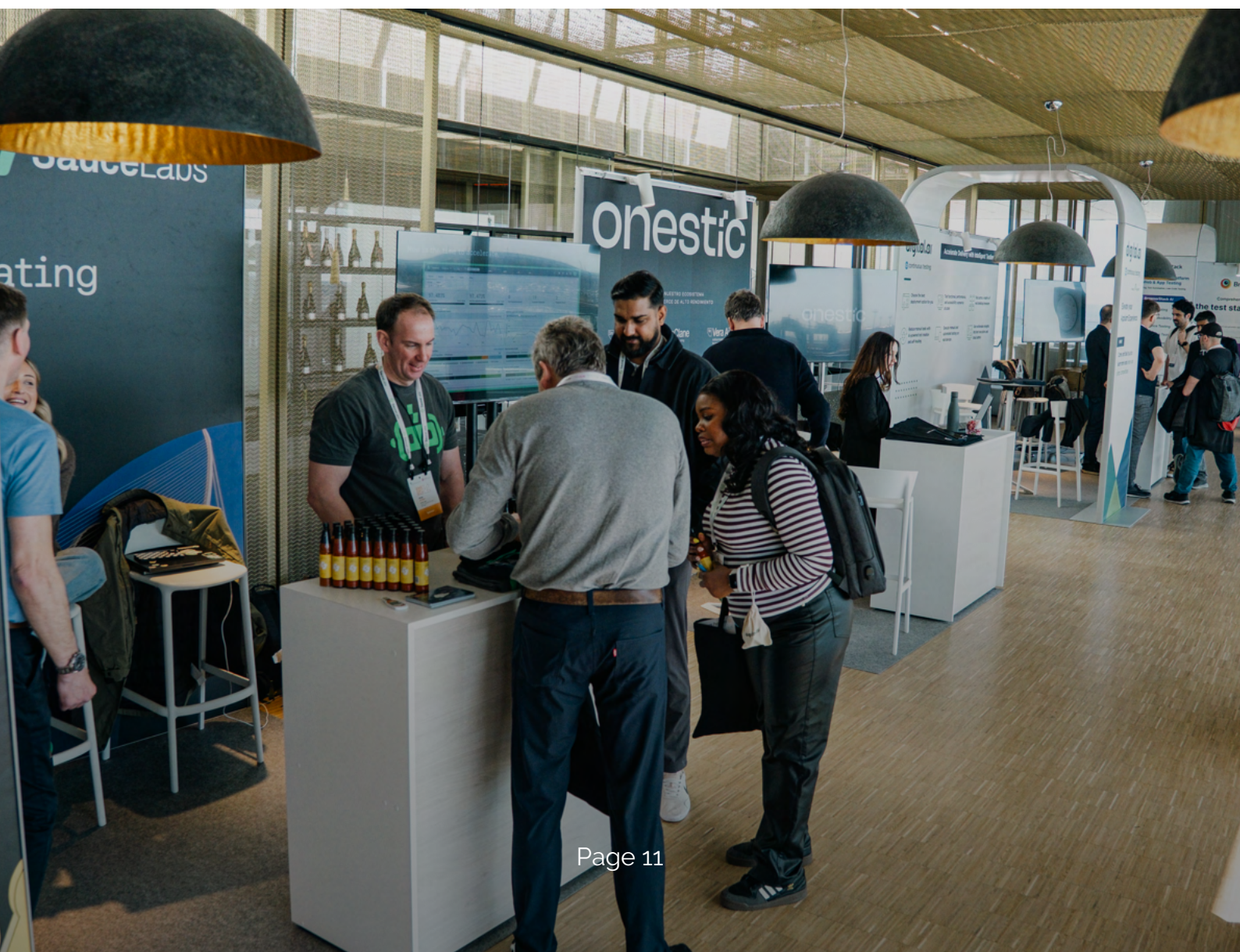
Package Includes

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 a **mobile app** to scan 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).
- An "Ask Me Anything" **session during lunch or break** with your experts
- **20% discount on additional sponsorships** (e.g., networking & community event). First-come, first-served.

Outreach to the wider community

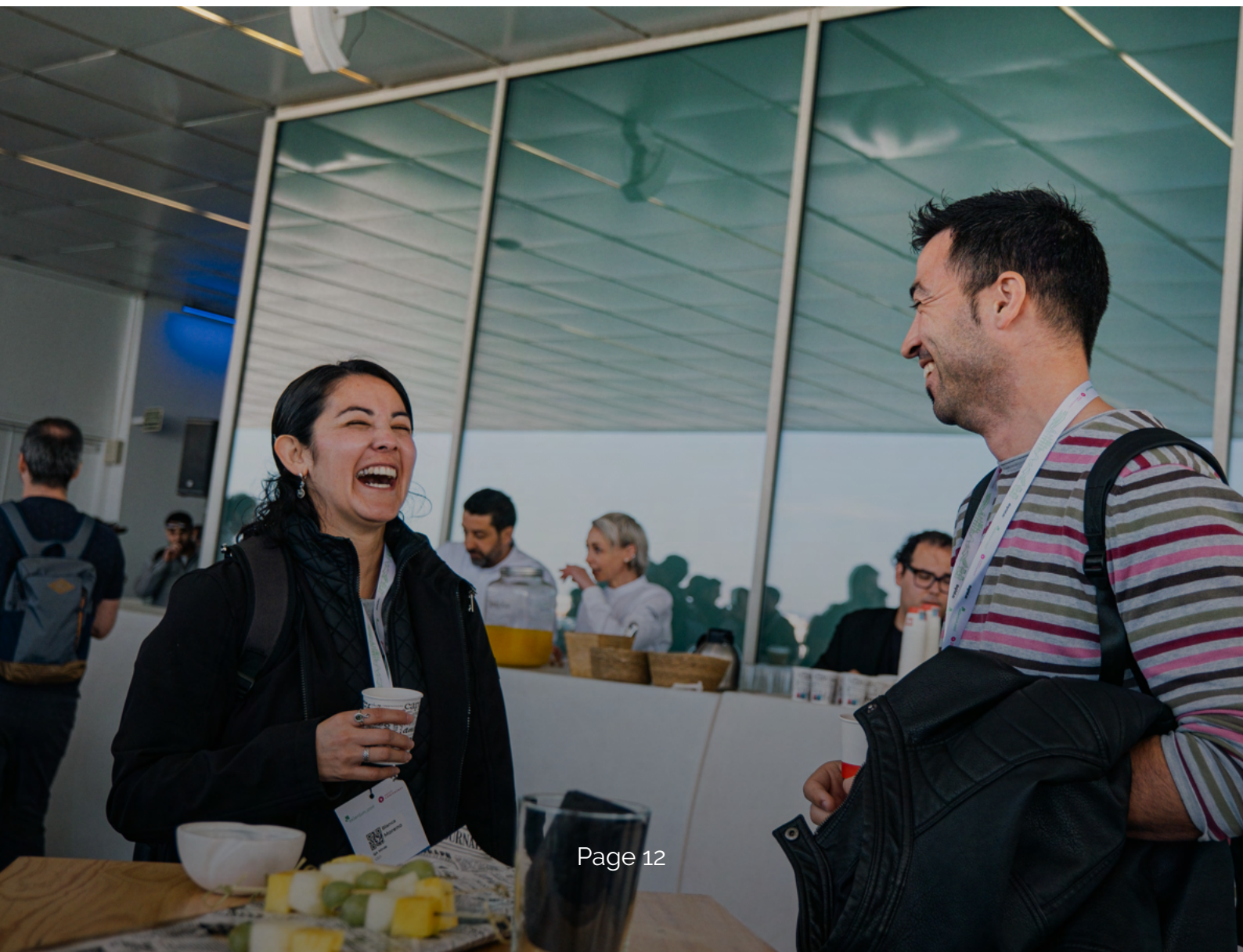
- **Logo featured** in the introductory sequence to all post-event videos
- **2 invitations** to the VIP speaker dinner on the night before the conference
- **80-word promotional message** in a post-conference delegate email
- **6 promotional posts** across the official conference and project accounts on LinkedIn, X (formerly Twitter), BlueSky 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 fit your company, or if you have another idea of how you'd like to get involved with SeleniumConf & AppiumConf, please get in touch!

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



	Selenium 15.000€ (4 available)	Platinum 8.500€ (7 available)	Gold 4.500€ (3 available)
Main stage welcome	X		
Logo featured prominently on the 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		
An "Ask Me Anything" session during lunch or break with your experts	X		
Sponsored roundtables: small-group discussions where you can brand the table and select the topic	X	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 the footer of every marketing email	X	X	X
Free conference tickets	4	3	2
Discounted price for additional tickets	X	X	X



Selenium



Platinum



Gold

Additional Sponsorship opportunities

Podcast / Webinar Sponsor

3.000 €

Extend your reach before the conference.

We'll host a series of online webinars leading up to the event and podcast episodes during the event to highlight key topics in browser and mobile automation. As the Podcast/Webinar Sponsor, your brand will be showcased to a global audience beyond the conference hall.

Benefits:

- Sponsor mention and logo placement on all webinar/podcast promotional materials (social posts, newsletters, website).
- Logo placement on the opening and closing slides of each webinar.
- Verbal thank-you at the start and end of each session.
- Option to provide a short (30–60 sec) sponsor message or pre-recorded video for inclusion.
- Recognition in a pre-event email to all conference registrants, highlighting the webinar series.
- Linked logo on the SeleniumConf website.
- Promotion on official conference and project social channels (LinkedIn, X, Mastodon, BlueSky).
- Discounted ticket price for your customers and employees to attend the conference.

Green / Sustainability Sponsor

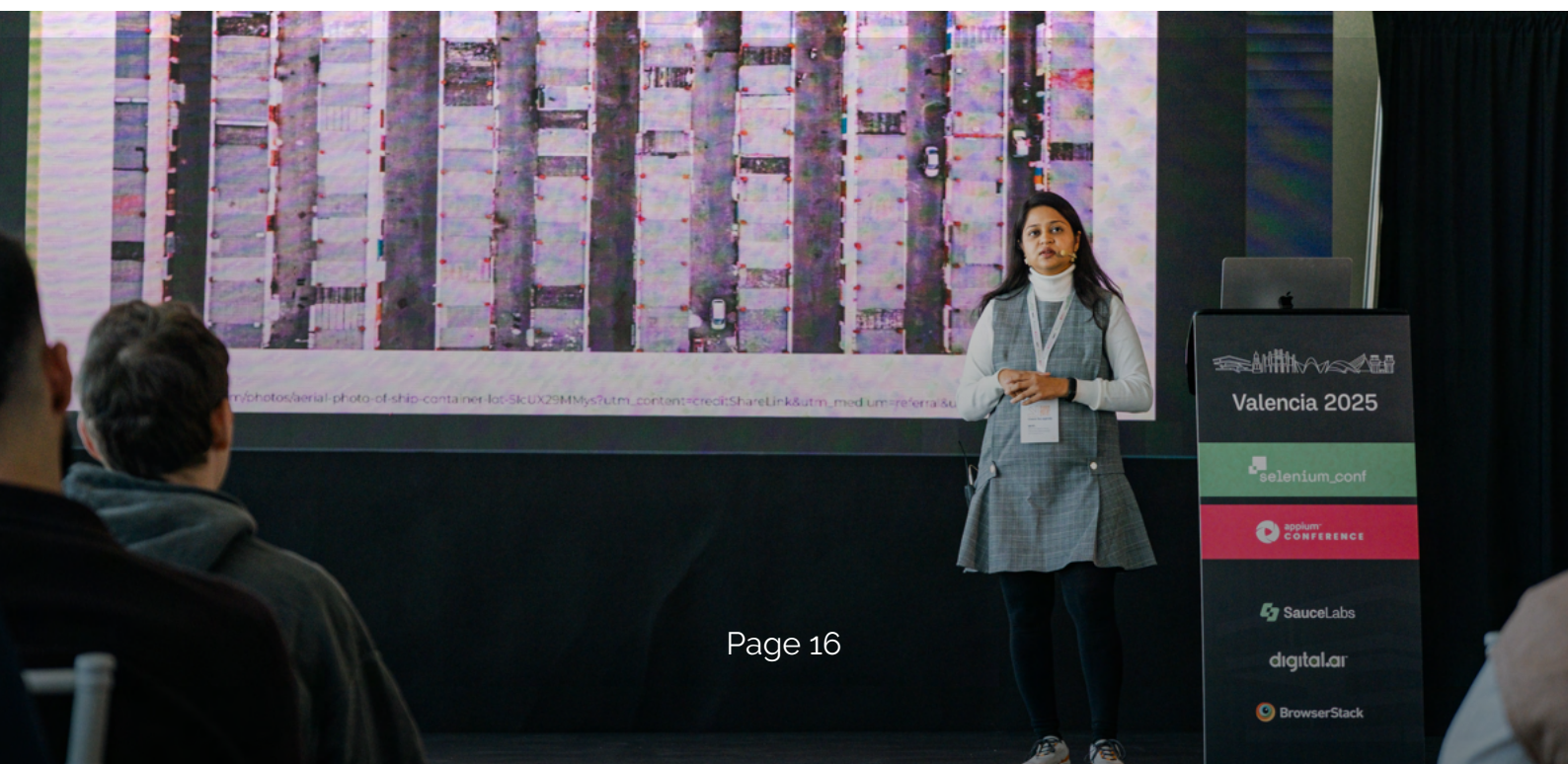
4.000 €

Align your brand with eco-friendly practices.

Demonstrate your company's commitment to sustainability by sponsoring the green initiatives at SeleniumConf & AppiumConf 2026.

Benefits:

- Branding on eco-friendly items such as reusable water bottles and tote bags provided to attendees.
- Sponsor recognition on signage and digital materials highlighting the conference's sustainability efforts.
- Logo on the "Sustainability at SeleniumConf" section of the website.
- Logo on the tote bag of the event.
- Mention the conference's green initiatives in a dedicated social media post.
- Recognition in a pre-event email to attendees about eco-friendly efforts.
- Option to provide sustainability-themed swag for the attendee bag.
- Promotion on official conference and project social channels (LinkedIn, X, Mastodon, BlueSky).
- Discounted ticket price for your customers and employees to attend the conference.



Networking Event Sponsor

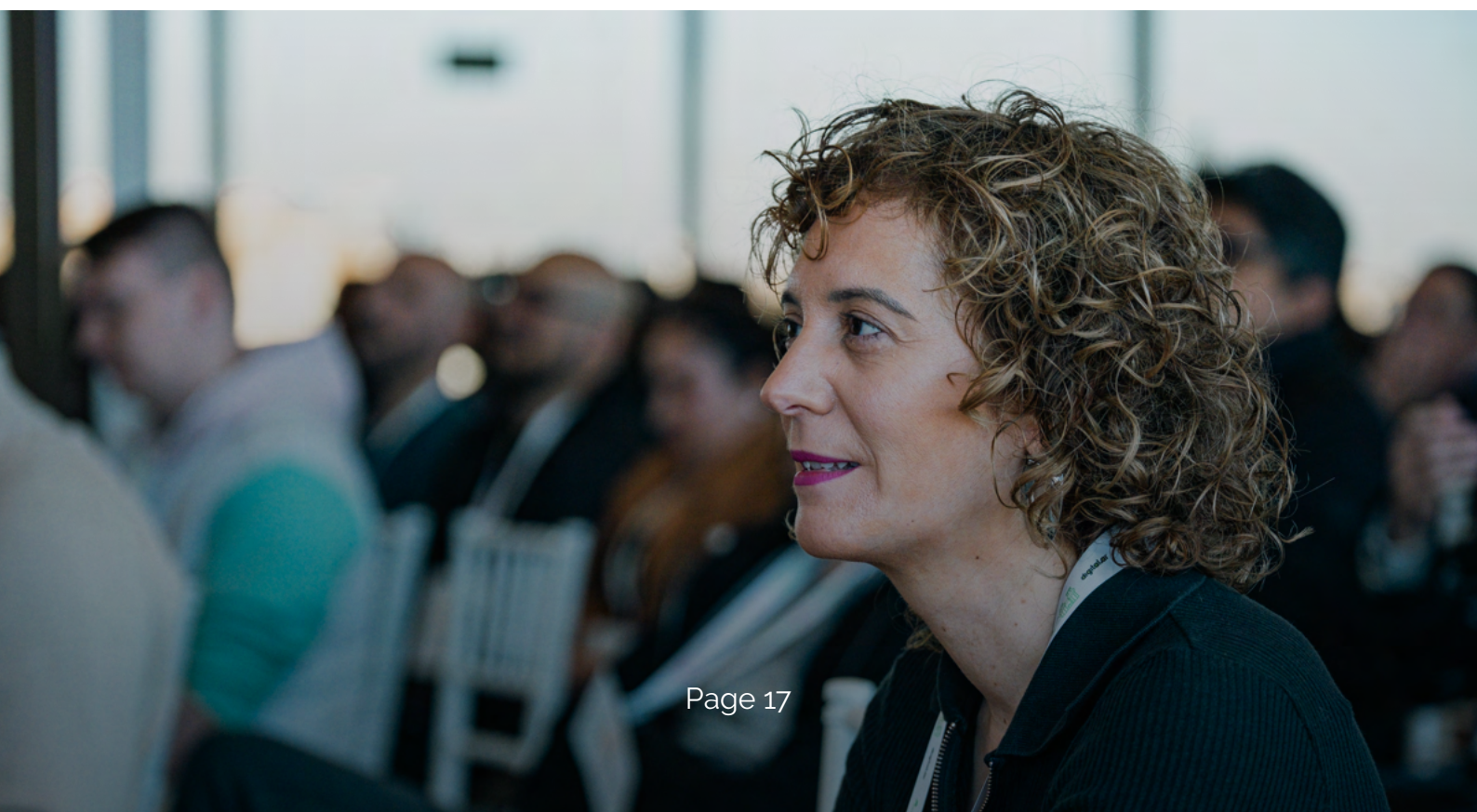
4.000 €

Be the name behind the most social part of the conference.

Sponsor an evening networking event at the end of day 1. A mixer in Valencia's lively setting, enjoy a high-profile brand exposure in a relaxed environment.

Benefits:

- Exclusive naming rights: "Networking Night, sponsored by ...".
- Opportunity to deliver a brief welcome toast at the event.
- Prominent branding on event signage, napkins, and digital promotions.
- Recognition in a pre-event email inviting attendees to the networking night.
- Logo placement on the SeleniumConf website and agenda.
- Promotion on official conference and project social channels (LinkedIn, X, Mastodon, BlueSky).
- Discounted ticket price for your customers and employees to attend the conference.
- Two extra complimentary tickets for sponsor staff to join the event.



T-Shirt Sponsor

4.500 €

Hundreds of attendees wear your logo.

Conference t-shirts are a favorite keepsake, worn long after the event. Sponsoring them ensures continuous visibility for your brand.

Benefits:

- Logo placement on the back of the official conference t-shirt alongside SeleniumConf & AppiumConf branding.
- Recognition in a pre-event email announcing the t-shirt design and sponsor.
- Linked logo on the SeleniumConf website.
- Promotion on official conference social channels with a dedicated t-shirt reveal post.
- Option to include a printed card or sticker inside the attendee bag linking your brand to the design.
- Promotion on official conference and project social channels (LinkedIn, X, Mastodon, BlueSky).
- Discounted ticket price for your customers and employees to attend the conference.

Farms: Bridging the Gap

- Setting the Stage: Intro & Company Background
- Device Farms: In-House vs. Cloud-Based
- Performance Bottlenecks: Tools, Network, Dependencies
- Pragmatic Testing: Efficiency & Strategy
- Conclusion



selenium_conf appium CONFERENCE

Valencia 2025

selenium_conf

appium CONFERENCE

SauceLabs

digital.ai

BrowserStack

Video Sponsor

4.000 €

Extend your brand's reach far beyond the conference walls.

Every keynote and track session at SeleniumConf & AppiumConf 2026 will be recorded and published on our YouTube channel, where past content has reached hundreds of thousands of viewers worldwide. As the Video Sponsor, your brand will continue to be visible long after the event has ended.

Benefits:

- Logo included on the opening and closing slides of all post-event videos.
- Linked logo in each video description, directing viewers to your chosen URL.
- Acknowledgement sharing the recordings with attendees and the wider Selenium community in a post-event email.
- Recognition in a pre-event email announcing conference video availability.
- Linked logo on the SeleniumConf website.
- Promotion across official conference social channels.
- Promotion on official conference and project social channels (LinkedIn, X, Mastodon, BlueSky).
- Discounted ticket price for your customers and employees to attend the conference.



Live Captioning Sponsor

3.500 €

Support accessibility and inclusion.

All keynotes and track presentations at the conference will feature live captioning, ensuring content is accessible to all attendees. As the Live Captioning Sponsor, you'll demonstrate your commitment to accessibility while gaining highly visible brand placement.

Benefits:

- Logo displayed on the devices where the live captioning will be displayed.
- Verbal and on-screen acknowledgement of your sponsorship at the event.
- Recognition in a pre-event email to all attendees, highlighting captioning availability.
- Linked logo on the SeleniumConf website.
- Promotion on official conference and project social channels (LinkedIn, X, Mastodon, BlueSky).
- Discounted ticket price for your customers and employees to attend the conference.



Wifi Sponsor

1.500 €

Be the answer to the most common question at any event: "What's the WiFi password?"

Sponsoring the WiFi puts your brand in every attendee's hands and minds from the moment they arrive.

Benefits:

- Logo on the conference badges where the WiFi information is displayed.
- Logo and login details shown on slides rotating before and between sessions.
- Recognition in a pre-event email confirming WiFi availability.
- Linked logo on the SeleniumConf website.
- Promotion on official conference and project social channels (LinkedIn, X, Mastodon, BlueSky).
- Discounted ticket price for your customers and employees to attend the conference.



Lanyard Sponsor

2.000 €

Every attendee wears your brand.

The conference lanyard is highly visible throughout the event, ensuring constant exposure. Attendees often keep their lanyards as souvenirs, extending your brand presence beyond the event.

Benefits:

- Exclusive branding on the official conference lanyard given to all attendees.
- High visibility throughout the event at keynotes, track sessions, and networking events.
- Linked logo on the SeleniumConf website.
- Promotion on official conference and project social channels (LinkedIn, X, Mastodon, BlueSky).
- Discounted ticket price for your customers and employees to attend the conference.



Diversity Scholarship (per scholar supported)

3.000 €

Help create opportunities for underrepresented voices.

We are committed to supporting individuals from underrepresented groups in technology and those facing economic or social barriers to participation. As a Diversity Scholarship Partner, you'll directly support scholars' attendance at SeleniumConf & AppiumConf 2026.

Benefits:

- Your contribution covers the cost of a scholar's ticket, travel, visa, and accommodation.
- Recognition as a Diversity Partner on the SeleniumConf website and scholarship program page.
- Dedicated thank-you in a blog post highlighting sponsors' commitment to inclusion.
- Option to host a breakfast or informal gathering with the scholars.
- Promotion on official conference social channels.
- Promotion on official conference and project social channels (LinkedIn, X, Mastodon, BlueSky).
- Discounted ticket price for your customers and employees to attend the conference.



