

MEDIA SERVICES
AWARENESS | LEAD GENERATION

oop
software meets business

CONFERENCE
FOR SOFTWARE
ARCHITECTURE

BRIDGING
THE GAP

3rd – 7th
FEBRUARY
2025

ICM MUNICH

WWW.OOP-CONFERENCE.COM

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3rd - 7th FEBRUARY 2025



**CONFERENCE
FOR SOFTWARE
ARCHITECTURE**

ICM MUNICH

CONFERENCE ON-SITE

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

For over 30 years, OOP has been the meeting place for IT professionals and software architects from the top 500 companies in the DACH region. Technical experts such as software architects, developers, requirements engineers, testers, IT managers and IT executives receive an excellent overview of the latest developments in the interaction between software and business.

KEY FACTS

- Leading event for software architecture and development in the german speaking region
- 1000 visitors with a highly professional IT background
- 3rd - 7th February 2025
- Trade exhibition for sponsors and exhibitors from 4th - 6th February 2025
- Over 150 presentations in 8 parallel tracks



TRACKS IN THE CONFERENCE PROGRAMME

**SOFTWARE ARCHITECTURE
MODERNIZATION**

**SOFTWARE ARCHITECTURE: BRIDGING
SOCIO-TECHNICAL GAPS**

DOMAIN-DRIVEN DESIGN

DATA AND AI - BRIDGING THE GAPS

DEVOPS, BRIDGING DEV AND OPS

**PRODUCT OWNERSHIP, USER EXPERIENCE &
REQUIREMENT ENGINEERING - BUILDING
BRIDGES INSTEAD OF WALLS**

TESTING & QUALITY

SOCIAL INTEGRATION

LEGACY & INNOVATION

**BACK TO BASICS OF DESIGN, ARCHITECTURE,
AND PROGRAMMING**

LEADERSHIP

MARKETING CAMPAIGN

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

By participating in OOP 2025, you will reach valuable software contacts even before the event begins, which we will address in multi-stage marketing campaigns.



Print marketing

Advertisements and reporting in the trade magazines

- IT Spektrum (including approx. 22,000 digital subscriptions)
- JavaSPEKTRUM (including approx. 10,000 digital subscriptions)
- German Testing Magazin (including approx. 60,000 digital subscriptions)
- Heise media such as c` t and iX

Conference program

The OOP-2025 conference program will be printed with a print run of 200,000 copies and distributed via the following channels:

- IT Spektrum and JavaSPEKTRUM
- Heise media such as c` t and iX
- Personalized mailing
- Promotion via our knowledge platform Sigs.de

Online marketing

- Personalized newsletter & e-Mailings
- SEO/SEA campaigns, Google-Adwords, Bing
- Promotion via the plattformen Sigs.de and heise online

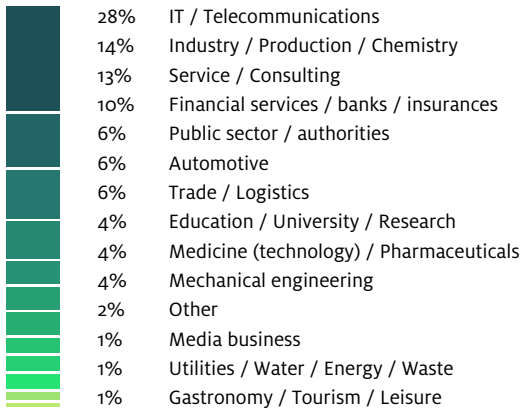
Social media marketing

- LinkedIn
- Xing
- Facebook
- Instagram

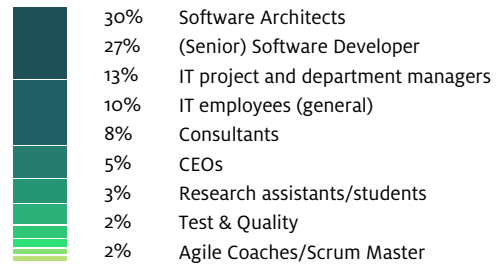


OOP TARGET GROUP

The OOP participants by sector



The OOP participants by job title



YOU WILL MEET THESE LEADS ON SITE (EXCERPT)



EXHIBITION

PROFESSIONAL. CERTIFIED. PLACE TO BE.

Software architects, developers and IT project managers have been relying on OOP - the best-known and largest conference on all important software architecture topics in the German-speaking world - for their professional development for over 30 years. Why? Because it is the tried-and-tested meeting place for the software scene at the beginning of the year and because it always succeeds in offering a contemporary picture of current software development through cutting-edge, but always practical presentations.

Become a sponsor or exhibitor - your benefits:

- 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)



YOUR PRESENCE AS AN OOP SPONSOR

	GOLD	SILBER	BRONZE
Exhibit Space	30 m² exhibit space (for self-build booths)	18 m² exhibit space (for self-build booths)	12 m² exhibit space (for self-build booths)
Specials	Keynote	45-minute presentation in the context of the expert forum	45-minute presentation in the context 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 the following media: <ul style="list-style-type: none"> • in all conference promotion emails • on the homepage of the website • in the sponsor overview 	Your logo will appear on the the following media: <ul style="list-style-type: none"> • in all conference promotion emails • on the homepage of the website • in the sponsor overview 	Your logo will appear on the the following media: <ul style="list-style-type: none"> • in all conference promotion emails • on the homepage of the website • in the sponsor overview
E-Mail-Marketing	Exclusive newsletter to 3,000 contacts	Exclusive newsletter to 3,000 contacts	Exclusive newsletter to 3,000 contacts
Company Profil	On the website as gold sponsor	On the website as silver sponsor	On the website as bronze sponsor
Conference Tickets	5 conference tickets (for all event days, incl. catering) 25 % discount on the regular price for additional in-house registrations	4 conference tickets (for all event days, incl. catering) 25 % discount on the regular price for additional in-house registrations	3 conference tickets (for all event days, incl. catering) 25 % discount on the regular price for additional in-house registrations
Conference Bag	3 files (video, e-book, whitepaper) up to max. 50 MByte	2 files (video, e-book, whitepaper) up to max. 30 MByte	1 files (video, e-book, whitepaper) up to max. 15 MByte
Price	€ 35,500.- *	€ 22,500.- *	€ 17,500.- *

OPTIONAL

Booth	30 sqm premium presentation booth, incl. rear and side walls with full-surface fabric covering and printed all over, logo tower, power connection, lighting, carpet, table with 3 bar stools	18 sqm premium presentation booth, incl. rear and side walls with full-surface fabric covering and printed all over, logo tower, power connection, lighting, carpet, table with 3 bar stools	12 sqm premium presentation booth, incl. rear and side walls with full-surface fabric covering and printed all over, logo tower, power connection, lighting, carpet, table with 3 bar stools
Other Equipment	on request	on request	on request
Price	from € 5,250.- *	from € 3,150.- *	from € 2,250.- *

YOUR PRESENCE AS AN OOP EXHIBITOR

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

+++ Booth size can be booked individually +++

BOOTH EXAMPLE 1 incl. equipment

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

Price: € 7,900.- *



BOOTH EXAMPLE 2 incl. equipment

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

Price: € 10,900.- *



BOOTH EXAMPLE 3 incl. equipment

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

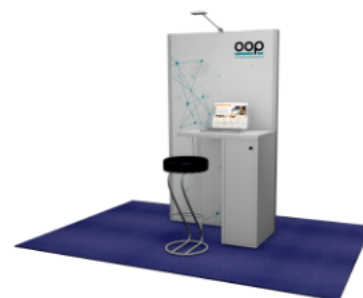
Price: € 16,900.- *



BUSINESS COUNTER

- 6 sqm booth area
- Counter is equipped with back wall, power connection, lighting, bar stool, lockable base cabinet, company logo and digital graphic print

Price: € 4,950.- *



PURE FLOOR SPACE

- Bookable from 6 sqm booth space
- All equipment (walls, carpet, furniture, etc.) must be brought by the exhibitor
- Power connection included

Price: row or corner stand per sqm € 615.- *

EXHIBITOR PACKAGE & OOP SPECIALIST FORUMS

YOUR PRESENCE AT THE OOP ON SITE

	EXHIBITOR PACKAGE	SPEAKER PACKAGE
Exhibit space	6 sqm exhibit space	
Booth Construction	Business counter equipped with bar stool, information desk, lockable cabinet, lighting and full-surface digital graphic print	
Specials	45-minute presentation as part of the specialist forum	45-minute presentation as part of the specialist 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 all conference promotion emails • on the website • in the exhibitor overview 	Your logo will appear on the following media: <ul style="list-style-type: none"> • in all conference promotion emails • on the website • in the exhibitor overview
Company Profile	On the website as an exhibitor	On the website as a partner
Conference Tickets	1 conference ticket (for all event days event days, incl. catering) 25 % discount on the normal price for additional internal registrations	1 conference ticket (for all event days event days, incl. catering) 25 % discount on the normal price for additional internal registrations
Price	€ 8,250.- *	€ 3,550.- *

OOP SPECIALIST FORUMS

Concept

With the specialist forums, we offer you the opportunity to make your expertise the subject of the conference.

In different rooms you can participate in the lecture program and be represented by an expert in the program. We make the lecture program available to participants who register free of charge. So invite your customers and interested parties free of charge.

Lead generation (GDPR-compliant)

All visitors to the specialist forum presentations will be recorded on entry 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 to get in contact with potential customers
- Benefit from our marketing campaign in the run-up to the OOP - 450,000 contacts reached
- Make your product or service the focus of the conference. With our specialist forums, Special Days and Masterclasses, we offer you numerous interesting presentation opportunities
- Generate high-quality leads (GDPR-compliant)

YOUR TOPICS IN OUR OOP SPECIALIST FORUMS



IT professionals deal with many different topics in their day-to-day work. As a sponsor, use the platform of the OOP specialist forums and present your view of current events in the IT market. Present your talk on the following topics, for example:

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

Low-code programming and platforms The low-code approach allows applications to be developed up to ten times faster. This significantly speeds up your development times and drastically reduces your costs. Show how you can strategically counter the current shortage of specialist resources with new best practices and use cases.

Programming languages and their areas of application Python, JavaScript, C++... If you want to help drive the future of digitalization, you need to understand the programming languages that are currently important. What are the most important programming languages currently used by programmers, developers and software architects?

Generative AI Companies can use Generative AI to automatically create content such as text, images or code. This improves productivity and creativity, enables personalized marketing, automated customer support and optimized product design. Companies benefit from more efficient processes and innovative solutions. Discuss new trends and the status quo of possible applications with our participants.

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

Cloud-native & Kubernetes Kubernetes brings administration and application development together. However, when using Kubernetes in software development, there are a few challenges to overcome.

Your topic
is not included?

The IT market and its top issues are constantly changing. So contact us directly and coordinate your individual presentation title with us. **We will create the right and suitable platform for you in the OOP specialist forums!**

SPECIAL SPONSORINGS



EVENING EVENT

Networking

The popular OOP **Welcome Reception** will take place again on Tuesday evening. The exhibition booths are deliberately integrated into the event to give you the opportunity to talk to 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 benefits from sponsoring the Welcome reception

- Attention at your booth
- Unique selling point and crowd puller
- First contact with fun factor
- Further discussions in a relaxed atmosphere

The following options are available:

Snacks and live cooking

- Snacks, main courses or desserts are available at your booth ready, possibly with service staff and/or cook
- You are officially named as the sponsor of the evening event

Price: € 3,900.- *

Drinks and cocktails

- Cocktails, beer or wine are served at your booth, possibly with service staff or bartender
- You are officially named as the sponsor of the evening event

Price: € 3,900.- *

ADD ONS

Special day/Master class

(only possible from bronze sponsorship)

- Provider 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
- Transmission of up to 25 participant data (GDPR-compliant) from your Master class
- The room is 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 set of slides
- Original video file for your free disposition
- Optional: generation of 25 leads (GDPR-compliant)



Webcast production

€ 2,500.- *

incl. 25 Leads

€ 3,500.- *

Video interview

- Coordination of the content of the questionnaire
- Approx. 5-minute video interview
- Post-production
- Original video file for your free disposition



Video interview

€ 2,000.- *

ADD ONS



Lead Scan via App
(for scanning your contacts at the booth)

€ 950.- *



Popcorn machine
(at your booth incl. consumption material)

€ 1,150.- *



Football table
(at your booth, incl. branding)

€ 1,250.- *



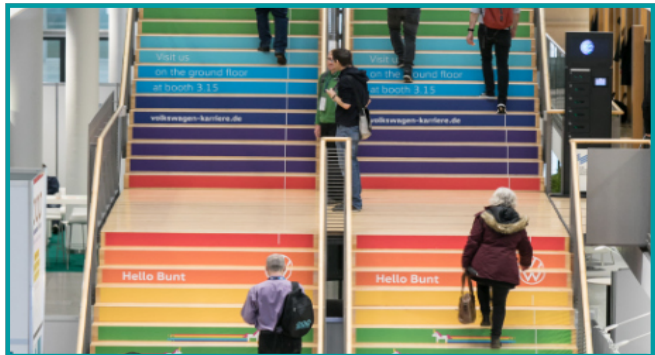
Windmaster
(3 pieces, on the way to the ICM)

€ 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 advantages of special sponsoring:

- Simple recording of contact data
- Attention on the way to the exhibition grounds or in the exhibition
- Attention at your booth
- Unique selling point and crowd puller
- First contact with fun factor

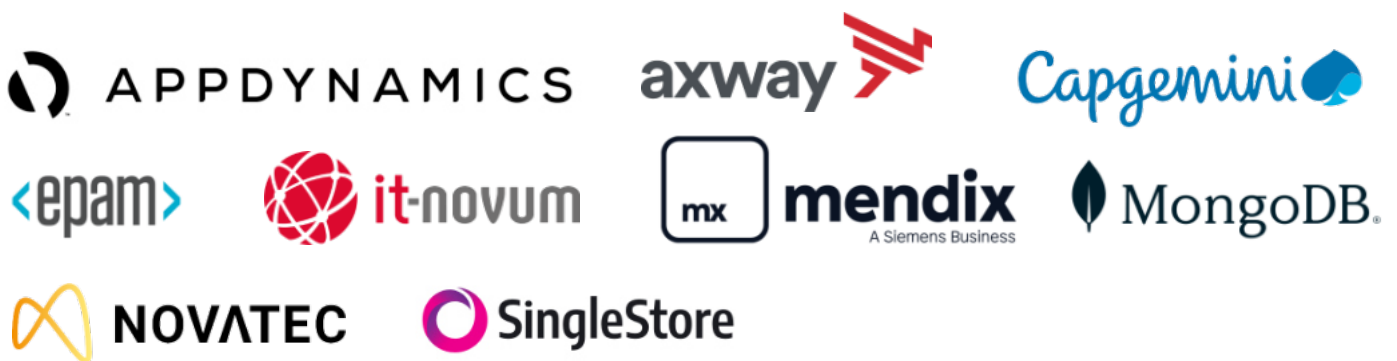
* All prices plus VAT.

SPONSORS AND EXHIBITORS OF THE LAST YEARS

GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS



EXHIBITORS



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BRIDGING THE GAP

THE ORGANIZER / CONTACT DETAILS

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