

Nordic Testing Days 2026 Partner Proposal

Introduction and Value Proposition

WHAT IS NORDIC TESTING DAYS (NTD)?

NTD is the premier annual **conference for software quality and testing** in the region. The audience includes **mainly QA professionals**, but the entire software development lifecycle is covered, **including Developers, UX Designers, Project Managers, and Product Owners**.

Our goal is to be a platform for diverse learning and to showcase expertise from the Baltics and Northern Europe.

- **Next Event:** Nordic Testing Days 2026
- **Dates:** June 3rd (Tutorial Day) – June 5th, 2026 (Conference Days).
- **Venue:** Tallinn Creative Hub (Kultuurikatel), Tallinn, Estonia.
- **Audience Size:** With a track record of over 400 attendees, we are aiming to set a new attendance record this year.
- **Attendee Focus:** Learning, networking, and participating in expert talks and workshops.

WHY PARTNER WITH NTD 2026?

NTD is a key event for the regional testing community, providing a unique **Win-win-win** opportunity:

- **For You (Partner):** Showcase your brand, use partner tracks to speak on topics that matter to you, promote products, generate leads, and position your company as a leader in software quality.
- **For Attendees:** Engage with your brand through fun booth activities, games, and challenges, often with partner prizes.
- **For NTD:** Help us activate the event and provide the best value-for-money conference experience.

We seek both financial support and **high-value activation** to ensure direct interaction with a dedicated professional audience.

PARTNERING FOR QUALITY AND GROWTH

By partnering, you gain:

- **Direct Engagement:** Interact directly with decision-makers regarding software quality, tools, and processes.
- **Brand Authority:** NTD is known for its high-standard, curated agenda. Aligning your brand with this quality positions you as a leading force.
- **Lead Generation:** Utilize your exhibition booth and activities to directly generate leads and engage with potential recruits and clients.

NTD 2026 — Partner Packages Summary

FEATURE / BENEFIT	Gold Partner	Silver Partner	Bronze Partner
Price (excl. VAT)	€5,000	€3,500	€2,000
Max Partners in This Tier	Yes (2 maximum)	No limit	No limit
Free Conference Tickets	3	2	1
Discount on Additional Tickets	25%	15%	10%
Website & Program Logo	Prominent	Larger	Basic
Social Media Mentions	5+ posts, dedicated	3-4 posts	1-2 posts
Logo on Slides (Between Sessions)	Large	Medium	Small
Promotion Video on Website	Yes	—	—
Rollup in Partner Track Hall	Yes	Yes	Yes
Flag/Rollup in Registration Hall	Yes	—	—
Rollup in Keynote Hall	Yes	—	—
Exhibition Booth	Larger area (~3x5m)* + First choice of location	Medium area (~3x3m)* + Second choice of location	Desk & roll-up (~2x2m)* + Third choice of location
Speaking Slots	1 slot in Keynote Hall 2 unique slots in Partner Hall	2 unique slots in Partner Hall	1 slot in Partner Hall
Optional Visibility Opportunity	1 included (e.g., special naming, coffee break upgrade)	—	—

* Actual area size can vary depending on final location selection

Next Steps: Secure Your Package Today

The most prominent benefits, such as the **limited Gold Partner** slots and **first choice of booth location**, are allocated **first-come, first-served**.

Optional Visibility Opportunities, such as lanyard branding and naming specific event features (e.g., coffee breaks or rooms), are available to all partner tiers for an additional cost. **Ask us for the full list of add-ons.**

To guarantee maximum impact, we recommend:

- 1. Select Your Tier:** Choose the package that aligns with your goals.
- 2. Contact Us Immediately:** Discuss availability, location options, and potential customization.
- 3. Confirm Your Booking:** Sign the agreement to secure your spot at NTD 2026.

Contact and Booking Information

Partner Manager — Mart Toom

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Conference Chair — Grete Napits

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