

HIS

HIGH INTEGRITY SOFTWARE
VIRTUAL EVENT

— NOV 9, 2021 —

SPONSORED BY

AdaCore

Capgemini  engineering



Opportunities
for Supporters

his-conference.co.uk | [@his_conf](https://twitter.com/his_conf)

High Integrity Software 2021



HIS 2021 will bring together an international audience of software engineering practitioners for half a day of networking, discussion and live presentations, including a keynote talk about the work of the National Cyber Security Centre in the domain of embedded and critical systems.

While we would love to get back to meeting face-to-face, nobody has a clear view of what life will be like in November so instead we have invested in a customised virtual event platform. Not only does this allow us to deliver an even richer event experience to our growing community, but it also provides valuable opportunities for you to showcase your services, maintain brand exposure and connect with our delegates.

Industry involvement is integral to the HIS ecosystem and in recognition of your continued support we would like to offer you a series of marketing opportunities as outlined on the following pages.

We hope you will decide to take up these opportunities and look forward to delivering another great conference with you.

The HIS organising committee

Date and time

9 November. 1:30pm to 5:30pm GMT.

Venue

Interactive virtual conference using the Hopin event platform.

Numbers

HIS virtual conference 2020 attracted over 400 registrants. By scheduling the sessions for the afternoon UK time we will look to attract additional attendees from the East coast of the US. The 2021 conference platform has no capacity limits.

Attendee profile

Engineering managers, senior software engineers, software architects and academics.

Opportunities for supporters of HIS 2021

As a previous supporter of the conference we would like to offer you the following opportunities for involvement. **There is no charge for taking up these opportunities this year.**

Pre-conference

- Your company logo with link to your website from the conference website
- Your company logo with link to your website from the conference registration page
- Your company logo on pre-conference email communication with delegates
- Your company logo on promotional emails sent to the IET mailing list (approx. 44k global contacts)
- Mentions in HIS promotional campaigns across social media

At the conference

- Passes for 2x team members to attend the conference
- Your company logo with link to your website from the conference platform landing page (can be a tracked url)
- Your company logo on the countdown slide before the stream begins and closing slide at the conference end
- Access to the live attendee list
- Ability to direct message attendees*
- Ability to join the randomised networking sessions
- Booth in the conference virtual expo. To include:
 - Logo with custom header image on listing page
 - Embedded YouTube video
 - Text/video/downloads to introduce your company and offer
 - Social links
 - Event offer including tracked call to action button
 - Contact details of all delegates who click
 - Ability to chat with attendees while they are viewing your booth

Time to visit the expo will be scheduled into the official programme with delegates encouraged to explore and make contact with supporters.

Post-conference

- Your company logo on attendee “thank you” emails
- Your company logo on “sorry to miss you” emails to all delegates who didn’t attend
- Your company logo on the closing slides of all conference video assets

* Subject to reasonable use. Users sending excessive cold messages will be blocked.

Your virtual expo booth

Our virtual conference system provides a rich platform for supporters to promote themselves and their services. As well as hosting a video of your choice, introductory information, links to find out more and live messaging, your listing will also include a lead capture function. Contact details of any attendees who click for further details will be provided to you post-conference.

YouTube video

Additional content (text, images, video, links)

Chat function with live list of delegates viewing booth

Logo, description and social links

Event offer with lead tracking

Next steps

We hope that you will decide to take up this offer and confirm your place as a Supporter of HIS 2021. To get involved please click the button below, complete the acceptance form and a member of the team will be in touch.

If you have any questions or would like to discuss anything further please contact info@his-conference.co.uk.

Many thanks

The HIS team

[Become a Supporter of HIS 2021](#) 

SPONSORED BY

AdaCore

Capgemini  engineering

his-conference.co.uk | [@his_conf](https://twitter.com/his_conf)

