



Milan June 25th 2026

SPONSOR & PARTNER PACKAGE



What is SQF Italian Software Quality Forum?

The Italian Software Quality Forum (SQF) 2026 is the only physical event in Italy completely dedicated to quality for software engineering. Since 2011 - initially with the brand STF and now SQF - it is the most important conference in Italy about Quality of “Software Intensive” products and services, with number of attendees continuously growing.

SQF offers the opportunity to meet with Software Vendors, Service Providers and Users in a conference always rich in contents addressing software quality, with a special focus on the impact of AI – Artificial Intelligence.

With about 800 registrants from more than 240 companies, the 2025 edition overtook in number of participants all previous editions, confirming the constant growth of interest in software quality aspects and consolidating the value that this event has always guaranteed in terms of sharing ideas and making contacts.

SQF2026 Conference will be held on **June 25th, 2026**, with the contributions selected by a Program Committee that includes outstanding experts at national and international level, both industrial and academic.

The days of **June 23rd and 24th**, 2026 will be dedicated to **SQF2026 Tutorials** that will host leading international experts who will share ideas and experiences, giving a broad view on advancement in software and services quality.

It's a great opportunity for contacting decision makers, to learn about success stories, techniques, trends, processes, tools and professional services driving and leading the quality of software.



What will we talk about?

SQF2026 will focus on: Successful Deployment of AI throughout the whole Application Life Cycle

The conference will focus on how AI and the related cutting-edge technologies are changing the approach to every discipline that revolves around the creation and maintenance of a quality software application

- **AI-Driven Requirements & Design** – Automating requirement analysis, traceability, and early defect prediction for faster alignment between business and IT.
- **Smart Code Generation & Review** – AI-assisted coding, automated code modernization and refactoring, as well as intelligent code reviews that boost productivity and quality.
- **Intelligent Testing at Scale** – From test case generation to predictive defect detection, AI accelerates QA across the entire test life cycle.
- **Continuous Integration & Delivery Optimization** – AI-enhanced pipelines that selfheal, auto-tune, and predict deployment risks.
- **Predictive Maintenance & Monitoring** – Leveraging AI to detect anomalies, forecast failures, and improve system reliability post-deployment.
- **Data-Driven Decision Making** – Using AI analytics to optimize resource allocation, backlog prioritization, and project governance.
- **Enhanced Collaboration & Knowledge Management** – AI copilots supporting distributed teams with instant documentation, context retrieval, and knowledge reuse.
- **Sustainable & Cost-Effective ALM** – Reducing waste, improving cycle time, and cutting costs through AI-driven automation and smarter lifecycle management.





To whom is SQF addressed?

Managers and Professionals of companies that rely on intensive software services (for example: **Banks and Insurance, Fintech, Utilities, TLC & Media Operators, Industry, Public Administration**, etc.).

Managers and Professionals of companies that develop, test and manage safety or business critical applications (for example: **Defense, Aerospace, Automotive and Railway, TLC Manufacturers, Pharma and Medical devices**, etc.).



Managers and Professionals of **IT companies** interested in raising awareness about their services and products.

IT professionals with an interest in increasing the understanding on how AI can improve the Application Life Cycle management.

The **Community of certified professionals** in testing, requirements engineering, business analysis, software architecture, that want to exchange knowledge, interests, experiences and curiosities related to their professional field.

All those who are attracted by the opportunity to **meet together**, share ideas and compare themselves with **the main players**.

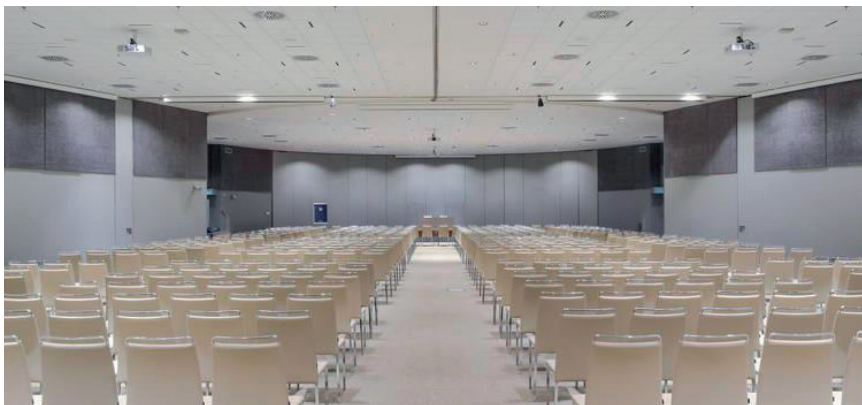


When and where will SQF 2026 take place?

SQF 2026 will be held in Milan at the NH Milano Congress Centre, that is located in Assago, just outside the subway line 2/Green line to Assago Milanofiori Forum. By underground, Milan downtown is at only 15 minutes distance. If you travel by car, the Milano/Assago exit on the Tangenziale Ovest is in close proximity. Large parking areas all around.

For more information on how to reach the venue, please visit:

<http://www.nh-hotels.it/hotel/nh-milano-congress-centre/mappa>



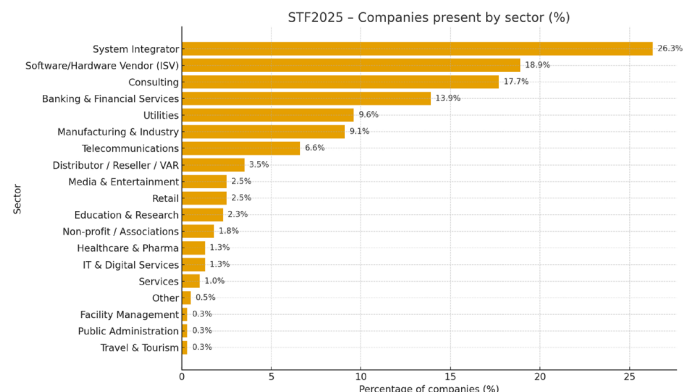
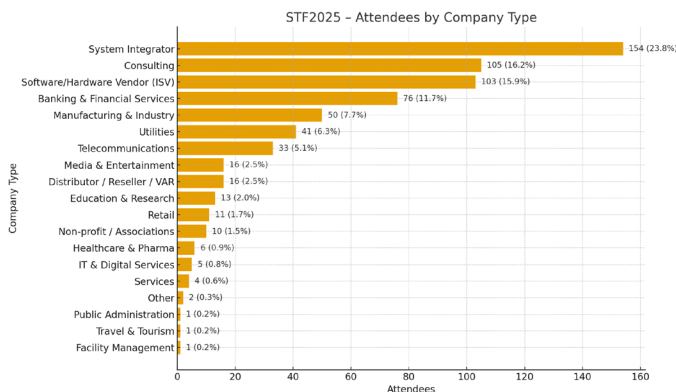


SQF facts and figures

	2025	2023	2022	2019	2018	2017
Number of registrations	816	802	667	568	570	511
Number of attendees	650	595	503	457	442	401
Show-up	80%	74,2%	75,4%	80,4%	77,5%	78,5%

Representatives from over 240 companies attended the last edition of SQF. SQF offers an excellent opportunity to meet every year new companies and new professionals, including an important number of C-level managers; you'll be able to connect with a large community of software quality professionals, including CIOs, CTOs, Business Managers, Product Managers, Product Owners, Project Managers, Test Managers, Testers, Developers, Trainers, Coaches and many other attendees before, during, and after the event. Our mailing reaches more than 8.000 certified professionals. Our promotion reaches more than 500.000 persons interested in software quality.

Type of companies



Roles of participants

Role	Attendees	Percent
Test/Development Manager	179	27,6
Tester/Developer (Dev Team)	172	26,5
Other	61	9,4
Sales/Business	60	9,3
Project Manager	44	6,8
Analyst/Architect	36	5,6
Consultant/Coach/Scrum Master	23	3,5
Marketing/Communication	15	2,3
Owner/Partner	14	2,2
Executive (CEO/Board)	12	1,9
CTO	9	1,4
Product (PM/PO)	8	1,2
Business Analyst	8	1,2
Operations/Support	4	0,6
Requirements Engineer	2	0,3
CIO	1	0,2



Sponsors of previous editions





Being a sponsor of SQF2026

4 sponsorship **packages** available

DIAMOND SPONSOR

PLATINUM SPONSOR

GOLD SPONSOR

SILVER SPONSOR



4 **gadgets** sponsorships available

SQF PREMIUM BAG

SQF PROGRAM BROCHURE

SQF STANDARD BAG

SQF PEN





DIAMOND SPONSOR

As our Diamond Sponsor, you are displayed as one of our main partner and co-organizer of the event, with exposure throughout our entire program, pre-event promotion, onsite presence, and post-event opportunity to continue to build relationships with this highly engaged audience. Diamond Sponsorship includes all aspects of our digital marketing promotion, with website presence, email marketing, and social media. The Diamond Sponsorship includes one talk during the Conference Plenary session in the morning and a second talk during one of the afternoon sessions, the most complete offer to increase awareness, through experiences that can be presented with your Customers, about what your products or services make possible in the field of Software Quality.

Gain the opportunity to meet face-to-face with every attendee at your exhibit booth.

The Diamond Sponsorship includes

- Exhibit booth surface
- Complete list of attendees (that gave permissions) to SQF Conference in electronic format
- Talk during prime-time of the SQF Conference (June 25st morning plenary)
- Talk during one of the afternoon sessions of the SQF Conference (June 25st)
- 10 Free Premium SQF Conference admissions for employees or customers
- 2 Free Premium SQF Conference admissions for desk personnel
- 50% discount for Premium admission to the SQF2026 Conference (for additional own employees or invited customers)
- 1 Free Tutorial admission on June 23rd and 1 Free Tutorial admission on June 24st for employees or customers
- Discount for additional attendance to SQF2026 Tutorials (for own employees or invited customers). See page 16 of the Sponsor Package PDF for details
- Sponsor logo on www.soiel.it and www.swqualityforum.org with profile and link to your company website
- Sponsor logo shown during the SQF Conference on screen and on roll-ups
- Recording of the prime-time talk (morning plenary) and publication on YouTube channel of ITA-STQB



PLATINUM SPONSOR

Our Software Testing Forum brings together around 600 passionate software quality professionals in Milan each year.

With Platinum Sponsorship, you'll be able to connect with this community and attendees before, during, and after the event. Take advantage of your exhibition booth, your talk during the plenary conference and the complete list of attendees, and much more...

The Platinum Sponsorship includes

- Exhibit booth surface
- Complete list of attendees (that gave permissions) to SQF Conference in electronic format
- Talk during prime-time of the SQF Conference (June 25st morning plenary)
- 10 Free Premium SQF Conference admissions for employees or customers
- 2 Free Premium SQF Conference admissions for desk personnel
- 50% discount for Premium admission to the SQF2026 Conference (for additional own employees or invited customers)
- Discount for attending the SQF2026 Tutorials (for own employees or invited customers). See page 16 of the Sponsor Package PDF for details
- Sponsor logo on www.soiel.it and www.swqualityforum.org with profile and link to your company website
- Sponsor logo shown during the SQF Conference on screen and on roll-ups
- Recording of the prime-time talk (morning plenary) and publication on YouTube channel of ITA-STQB



GOLD SPONSOR

With Gold Sponsorship, take advantage of your exhibition booth, your talk during the conference afternoon session, the complete list of attendees, and much more...

The Gold Sponsorship includes

- Exhibit booth surface
- Complete list of attendees (that gave permissions) to SQF Conference in electronic format
- Talk during one of the afternoon sessions of the SQF Conference (June 25st)
- 5 Free Premium SQF Conference admissions for employees or customers
- 2 Free Premium SQF Conference admissions for desk personnel
- 50% discount for Premium admission to the SQF2026 Conference (for additional own employees or invited customers)
- Discount for attending the SQF2026 Tutorials (for own employees or invited customers). See page 16 of the Sponsor Package PDF for details
- Sponsor logo on www.soiel.it and www.swqualityforum.org with profile and link to your company website
- Sponsor logo shown during the SQF Conference on screen and on roll-ups



SILVER SPONSOR

With Silver Sponsorship, you'll be able to be part of the main event in Italy completely dedicated to the Quality of Software, taking advantage of your exhibition booth. You will take the advantage of getting the complete list of attendees, and much more...

The Silver Sponsorship includes

- Exhibit booth surface
- Complete list of attendees (that gave permissions) to SQF Conference in electronic format
- 3 Free Premium SQF Conference admissions for employees or customers
- 2 Free Premium SQF Conference admissions for desk personnel
- 50% discount for Premium admission to the SQF2026 Conference (for additional own employees or invited customers)
- Discount for attending the SQF2026 Tutorials (for own employees or invited customers). See page 16 of the Sponsor Package PDF for details
- Sponsor logo on www.soiel.it and www.swqualityforum.org with profile and link to your company website
- Sponsor logo shown during the SQF Conference on screen and on roll-ups



GADGET SPONSOR

With Gadget Sponsorship, you'll be able to be part of the main event in Italy completely dedicated to the Quality of Software, whether your company wants to be present in the exhibition area, adding the gadget to your Diamond, Platinum, Gold or Silver Sponsorship, or just wants to reach this large community of software quality professionals, before, during, and after the event, taking advantage of your logo on the gadget you prefer that will be distributed to the attendees. And in addition...

The Gadget Sponsorship includes

- 2 Free Premium conference admissions for employees or customers
- 50% discount for Premium admission to the SQF2026 Conference (for additional own employees or invited customers)
- Discount for attending the SQF2026 Tutorials (for own employees or invited customers). See page 16 of the Sponsor Package PDF for details
- Sponsor logo on www.soiel.it and www.swqualityforum.org with profile and link to your company website
- Sponsor logo shown during the SQF Conference on screen and on roll-ups



Sponsorship costs and benefits

SPONSORSHIP BENEFITS	DIAMOND SPONSOR	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	STF GADGETS
	11500,00 € (9200,00 € by 31/01/2026)	9000,00 € (7200,00 € by 31/01/2026)	5800,00 € (4640,00 € by 31/01/2026)	4000,00 € (3200,00 € by 31/01/2026)	SEE TABLE (NEXT SLIDES)
Exhibition booth	✓	✓	✓	✓	
Talk during prime-time of the SQF Conference (morning plenary)	✓	✓			
Talk during the afternoon sessions of the SQF Conference	✓		✓		
Free Premium conference admissions (for employees or customers)	10	10	5	3	2
Free Premium conference admissions (for desk personnel)	2	2	2	2	
Free Tutorial admissions	2				
Discount for attending the SQF2026 Tutorials (for own employees or invited customers). See page 16 of the Sponsor Package PDF for details	✓	✓	✓	✓	✓
Sponsor logo on www.soiel.it and www.swtestingforum.org with profile and link to your company website	✓	✓	✓	✓	✓
Sponsor logo shown during the Conference on screen and on roll-ups	✓	✓	✓	✓	✓
Recording of the SQF prime-time talk (morning plenary) and publication on YouTube channel of ITA-STQB	✓	✓			
Complete list of attendees (that gave permissions)	✓	✓	✓	✓	

For sponsorships confirmed by 31/01/2026, an “Early Bird” discount of 20% is applied



Gadget Sponsorship costs

GADGET SPONSORSHIP	COST	DESCRIPTION
SQF PREMIUM BAG SPONSORSHIP	2500,00 €	SQF Conference dedicated shopping bag with SQF and Sponsor logo on one side. Premium bags are distributed empty, to be filled by attendees at the exhibit booths.
SQF STANDARD BAG SPONSORSHIP	1800,00 €	SQF Conference shopping bag with Sponsor logo and SQF logo on one side. Bags are distributed empty, to be filled by attendees at the exhibit booths.
SQF PROGRAM BROCHURE SPONSORSHIP	1500,00 €	A 4-page A4 SQF Program Brochure with page 4 dedicated to the Program Brochure Sponsor. Brochures are distributed to all participants at registration.
SQF PEN SPONSORSHIP	1200,00 €	A pen with SQF and Sponsor logo in silver color or 4 colors. Pens are distributed to all participants at registration.

It is possible to combine one or more gadget sponsorships with the other sponsorship levels.

No Early Bird applies to the Gadget Sponsorship.



Discounts for Sponsor and Partners

PRICE LIST ITEM	SQF SPONSOR	ISTQB GLOBAL PARTNER	ISTQB PLATINUM PARTNER	ISTQB GOLD PARTNER	ISTQB SILVER PARTNER
SPONSORSHIP PRICE	PRICE LIST	25% DISCOUNT	20% DISCOUNT	10% DISCOUNT	5% DISCOUNT
SQF CONFERENCE PREMIUM REGISTRATION (PRICE LIST = €100,00)	€50,00	PRICE LIST	PRICE LIST	PRICE LIST	PRICE LIST
SQF TUTORIAL FULL DAY (PRICE LIST = €990,00)	€600,00	€600,00	€700,00	€800,00	€800,00
SQF TUTORIAL 2 DAYS (PRICE LIST = €1.500,00)	€1.000,00	€1.000,00	€1.100,00	€1.200,00	€1.200,00

The prices above are related to admissions in addition to what is foreseen for free, if any, inside the sponsor and partnership packages. Early Bird discount for sponsorship price is not combinable with ISTQB partner discounts for sponsorship price.

SQF Conference and Exhibition Area are at free access with Open Registration. The Premium Registration allows to receive the pdf conference presentations and allows to access the reserved business lunch in the SQF Conference day.



Sponsorship Request

To submit your sponsorship request please send an email to:

marketing@ita-stqb.org

sponsorship@soiel.it

before March 31st, 2026

Best placement into the Exhibition Area will be assigned based first-come, first-served. Please, consider that Diamond, Platinum and Gold sponsorships are limited in number. In case you're interested in one of these sponsorships, please send your request asap.

Contact details

E-mail

info@ita-stqb.org

sponsorship@soiel.it

Website

www.swqualityforum.org

www.soiel.it

LinkedIn

<https://www.linkedin.com/showcase/swqualityforum>

<https://www.linkedin.com/company/soiel-international?trk=tyah>

Facebook

www.facebook.com/swqualityforum/

<https://www.facebook.com/Soiel.International/?fref=ts>

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<https://www.youtube.com/channel/UCN0OznFnXBHL4jKtCdZcB-w>