

ORGANIZED BY
KRONE
consulting services



BECOME A PARTNER

Join the elite circle of industry leaders at Testing United 2026

 25-26 NOVEMBER, 2026 •  COPENHAGEN, DENMARK

ABOUT THE CONFERENCE

Testing United is a premier conference organized by [Krone Consulting](#), created for professionals across all levels of the software testing and quality engineering community — from testers and test managers to consultants, AI specialists, leaders, and IT professionals who collaborate with testing teams on a daily basis. The conference brings together experts and practitioners from across Europe and beyond to exchange knowledge, experience, and practical insights.

The 2026 conference theme, “**United Intelligence: Harmonizing Humans & Machines,**” explores combining human creativity with AI capabilities to build smarter, faster, and more trustworthy software. Through expert-led sessions and case studies, we examine how to integrate AI into quality practices to enhance efficiency, all while preserving essential human judgment, ethics, and innovation.

WHY PARTNER WITH TESTING UNITED?



PROFESSIONAL GATHERING

Testing United brings together a curated community of IT and testing professionals from across Europe and beyond. The conference creates a focused, high-quality environment where meaningful conversations happen naturally.

01



PROMOTE YOUR COMPANY

Partnering with Testing United gives you a unique opportunity to present your company to a highly relevant audience. Share your story, values, and expertise with professionals who are actively shaping the future of software quality.

02



EVENING NETWORKING

The evening networking event offers a relaxed and informal setting to build genuine relationships. Meet decision-makers face to face and create connections that go beyond the conference itself.

03

WHY PARTNER WITH TESTING UNITED?



BRAND AWARENESS

Be present where your audience already is. Testing United helps you extend your brand visibility beyond borders and reinforce your message within the international testing community.

04



BE PART OF THE COMMUNITY

As a partner, you support knowledge sharing, professional growth, and collaboration while positioning your brand as an active and trusted part of the ecosystem.

05

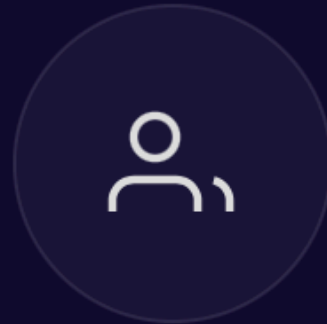


REACH THE RIGHT AUDIENCE

Connect with professionals who are actively involved in software quality and modern development. Ensure your message reaches the people who matter most with influence.

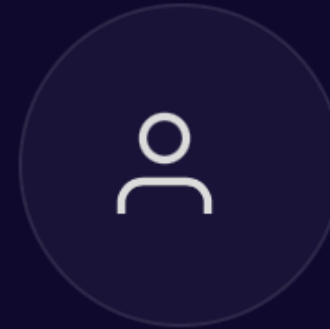
06

TESTING UNITED 2025 IN NUMBERS



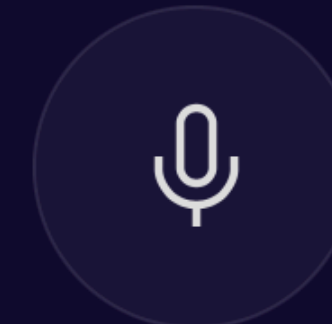
300+

ATTENDEES



20

SPEAKERS



2

KEYNOTE SPEAKERS



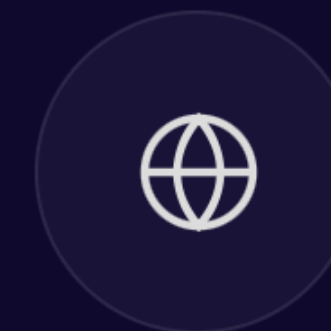
6

WORKSHOPS



80+

COMPANIES



40+

COUNTRIES

YOUR TARGET AUDIENCE

45%

TECHNICAL EXPERTS

Specialists driving implementation, automation, and tech innovation across global tech stacks.

QA ENGINEERS	62%
AUTOMATION SPECIALISTS	18%
SDETS / ARCHITECTS	12%
AI QUALITY ENGINEERS	5%
DEVOPS SPECIALISTS	3%

35%

DECISION MAKERS

Leadership with budget authority and strategic oversight of QA operations and efficiency.

QA MANAGERS & LEADS	52%
HEADS OF QA / IT	21%
IT DIRECTORS	12%
AI STRATEGY LEADS	8%
CTO / EXECUTIVES	7%

20%

STRATEGIC ROLES

Professionals connecting quality goals with overall business value and product strategy.

QA CONSULTANTS	42%
PRODUCT OWNERS	20%
AI SOLUTION ARCHITECTS	15%
AGILE COACHES / SCRUM	13%
TRANSFORMATION LEADS	10%

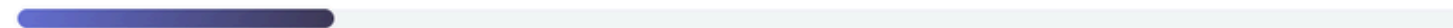
MARKET INSIGHTS

GEOGRAPHICAL REACH

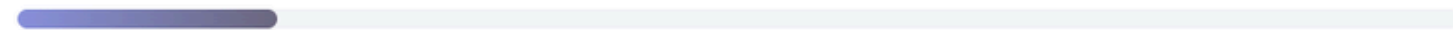
CEE REGION E.G. SLOVAKIA, CZECH REPUBLIC, POLAND **48%**



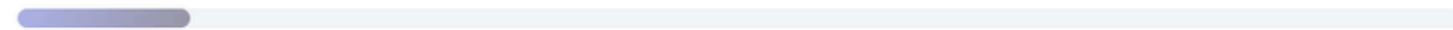
DACH & WESTERN EUROPE E.G. GERMANY, UK, AUSTRIA, NL **22%**



NORDICS E.G. DENMARK, SWEDEN, NORWAY **18%**



GLOBAL PRESENCE USA, CANADA & 15+ OTHERS **12%**



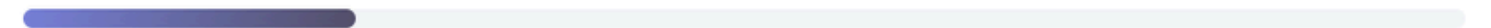
2025 ATTENDEE DATA

COMPANY SCALE & SECTORS

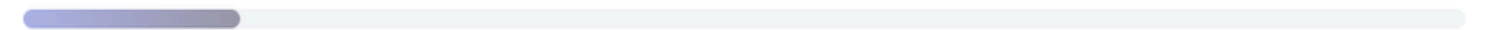
ENTERPRISE (1000+) BANKING, TELCO, GLOBAL TECH **62%**



LARGE BUSINESS (250-999) SOFTWARE HOUSES, E-COMMERCE **23%**



SME & STARTUPS FINTECH, AI STARTUPS, AGENCIES **15%**



2025 ATTENDEE DATA

DIGITAL ONLY

POLARIS

€750

- ✓ **Social Media:** 1x Individual dedicated post announcing your partnership.
- ✓ **Digital:** Logo & link on the website
- ✓ **Newsletter:** "Thank You" mention in the post-event newsletter.
- ✓ **Tickets:** 15% discount on 5 tickets (Offer not valid in combination with other discounts)

BASIC AWARENESS

FJORD

€1,900

Initial physical presence at the heart of the networking area.

- ✓ **Social Media:** 1x Individual dedicated post announcing your partnership, featuring your brand or company.
- ✓ **On-site:** Space for 1x Roll-up banner in the networking area.
- ✓ **Digital:** Logo & link on the website.
- ✓ **Newsletter:** Company logo and link included in pre-event newsletters and "Thank You" mention in the post-event newsletter.
- ✓ **Tickets:** 1x Essential Pass (€890 value)

STANDARD PRESENCE

AURORA

€3,500

- ✓ **Social Media:** 1x Individual dedicated post announcing your partnership, featuring your brand or company.
- ✓ **On-site:** Partner Desk (Table + Chairs) + Roll-up banner. Static logo loop on the main stage during breaks.
- ✓ **Digital:** Logo & link on the website
- ✓ **Newsletter:** Company logo and link included in pre & post-event newsletters
- ✓ **Lead Gen:** Post-event list of participating companies and attendee names.
- ✓ **Tickets:** 1x Pro Pass (€1,090 value) + 20% discount on additional tickets.

ADVANCED ENGAGEMENT

GLACIER

€5,900

- ✓ **Social Media:** 2x Individual dedicated post announcing your partnership, featuring your brand or company
- ✓ **Recruitment:** 1x Dedicated Job Feature in our newsletter sent to our professional database
- ✓ **Digital:** Logo & link on the website
- ✓ **Newsletter:** Company logo and link included in pre & post-event newsletters
- ✓ **On-site:** Large Desk (Table + Chairs) and Roll-up banner + 15s Video Promo during breaks
- ✓ **Lead Gen:** Post-event list of participating companies, attendee names and e-mail addresses
- ✓ **Tickets:** 2x Pro Passes (€2,180 total value) + 30% discount on additional tickets

PREMIUM PARTER

MIDNIGHT SUN

€9,500

- ✓ **Social Media:** 3x Individual dedicated post, announcing your partnership featuring your brand or company.
- ✓ **Career Power:** Dedicated Career Blast – we send your open positions to our entire database as a priority hire alert.
- ✓ **Content:** Feature Article in the newsletter (e.g., expert interview or company showcase).
- ✓ **On-site:** Large Desk (Table + Chairs) and Roll-up banner + 30s Video Promo.
- ✓ **Lead Gen:** Post-event list of participating companies, attendee names and e-mail addresses.
- ✓ **Tickets:** 3x Ultimate Passes (€3,870 value) + 40% discount.

HEADLINE PARTNER

NORDIC STAR

€14,500

- ✓ **Social Media:** 4x Individual dedicated post, announcing your partnership featuring your brand or company.
- ✓ **Exclusive Digital:** 1x Dedicated Newsletter Blast (exclusive content) + Dedicated Career Blast – we send your open positions to our entire database as a priority hire alert.
- ✓ **Stage Time:** 3-minute opening speech on the main stage (Day 2).
- ✓ **VIP:** Reserved VIP Table at the Networking Party.
- ✓ **On-site:** Prime central desk placement (Table + Chairs) and Roll-up banner + 60s Video Promo at max frequency.
- ✓ **Lead Gen:** Post-event list of participating companies, attendee names, e-mail addresses and job titles.
- ✓ **Tickets:** 5x Ultimate Passes (€6,450 value) + 50% discount.

COMPANIES THAT TOOK PART IN TESTING UNITED 2025



LET'S GET IN TOUCH

Would you like to know more about Testing United or ask us a question?
We are looking forward to hearing from you and will be pleased to help you.



Email

Info@testingunited.com



Website

www.testingunited.com



Phone

+421 910 449 398